A Gralla Publication

DECEMBER 1981

Contract

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

The Library
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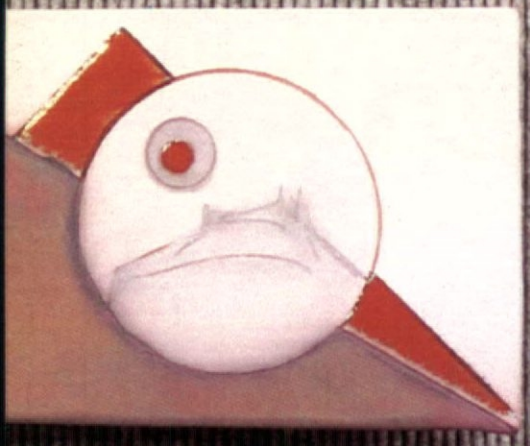


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Portrait of two successful contract designers.



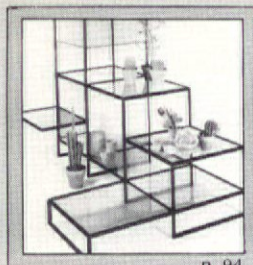
After 22 years as partners in Dimensional Interiors, Inc., of Beachwood, Ohio, Allan Amster and Angela Kent have established a professional reputation which has helped them land contract design projects throughout the country.

While many of their assignments are ground-up projects, they are equally as active in updating and refurbishing the interiors of existing buildings. Their impressive client list includes Holiday Inn, Stouffer's®, Ramada Inn and Sheraton Hotels and Inns.

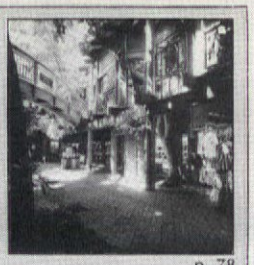
As you can see, when it comes to contract furnishings, Allan and Angela know their business. That's why we're proud they choose Armstrong for their projects.

Armstrong
CONTRACT FURNISHINGS

Circle 3 on reader service card



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VOL. 23 NO. 12 DECEMBER 1981

Contract

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

EXECUTIVE BUYER EDITION

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COVER: *Exciting merchandise environment at Goldwaters department store, Phoenix, is featured in cover design by George Koizumi for article starting on page 82.*



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Contract

Vol. 23 No. 11

January: Update 1982—the industry's most comprehensive directory and buyer's guide for contract furniture, furnishings, and services — including up-to-the-minute listings of those products, manufacturers, showrooms, associations, marts, and permanent trade exhibits, all with addresses and telephone numbers. Plus, mutation of the design firm — case history examples of how the design firm of the 1960s has developed into a new breed of multi-service profit centers dealing in a range of disciplines from CAD hardware and software to real estate.

February—Health care design and product innovations. Fire retardant product review. Energy conserving window treatments. NEOCON 14 Countdown—first floor electronic/computer exhibitors. Previews of the Dallas CONDES contract show and market, March 11-13, 1982, and Westweek at the PDC, Los Angeles, March 19-21.

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CONTRACT ISSN 0010-7832 is published monthly by Gralla Publications, 1515 Broadway, 24th Floor, New York, N.Y. 10036. Phone (212) 869-1300. Subscription price one year $10, two years $16, for firms and individuals who specify, design, buy, or replace contract furnishings. All other U.S. subscriptions $30 per year. All Canadian and Mexican subscriptions $14 per year for qualified subscribers and $30 per year for non-trade. All other foreign subscriptions $50 per year. Single copy $3.50. The publisher assumes no responsibility for opinions expressed by editorial contributions to CONTRACT. The publisher reserves the right to reject any advertising not in keeping with the publisher standards.
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Who's who study provides essential information

Dear Editor: Thanks for the in-depth study of "Who's Who in Contract Design South (East and West)" (August '81). Once again your publication has done an exemplary job of compiling information.

However, our firm was listed in the under $100,000 bracket for annual dollar volume. In fact, we are currently in the second highest bracket (over $500,000).

Our compliments are extended otherwise.

F. ROBERT FRITZ
President
Designs Unlimited of Florida Inc.
St. Petersburg, FL

Editor's note: Thank you for the compliments and for informing us of your volume position.

Credit where credit is overdue

Dear Editor: Following up our telephone conversation, I appreciate your willingness to print an overlooked credit for Fixtures FMC's product contribution to the Monterey Conference Center, featured on pages 111-115, September issue.

For that installation, we specially designed and manufactured our 3298-G stacking chair. The chairs featured our patented, one-side-only hidden gang as used on Fixtures upholstered stacking chairs, and special curved highback, incorporating a handle, epoxy finish frame, and earthtone fabric.

Because that installation purchased over 4,000 of the 3298-G chair, we consider it worthy of note; some of those chairs are pictured in the lower right corner of page 113, same issue.

JOEL POLSKY
Marketing Manager
Fixtures FMC Ltd.
Kansas City, MO

One CONTRACT is not enough

Dear Editor: I have been a recipient of your fine publication for at least eight to 10 years and would like to express my appreciation and compliments to you for producing both an excellent reference tool and an entertaining instrument for the design community.

I would like to provide you with names and addresses of several other people that would benefit equally as much as I do from your publication.

We are all members of the State of Arizona's Furnishings Review Committee, charged with the responsibility of drafting purchasing standards for office equipment and evaluating furnishings proposed for the State's use. I am convinced your publication would support an education program now underway to update and improve the working environments of government personnel.

CLIFFORD AVERY
Building Construction Specialist
Public Buildings Division
Phoenix, AZ

CONTRACT issues breed contented readers

Dear Editor: Thanks for an excellent magazine month after month.

WAYNE R. HAMILTON
Architect/Planner
Houston, TX

Dear Editor: My firm is a small but busy one. Your magazine is of great help. Thank you.

A. WONDER
Ann Wonder Interiors
Palos Verdes, CA

Dear Editor: I love CONTRACT. Thanks.

JOY WARD
Ward Design Associates
Salt Lake City, UT

Direct comments to: Letters Editor, CONTRACT, 1515 Broadway, New York, NY 10036

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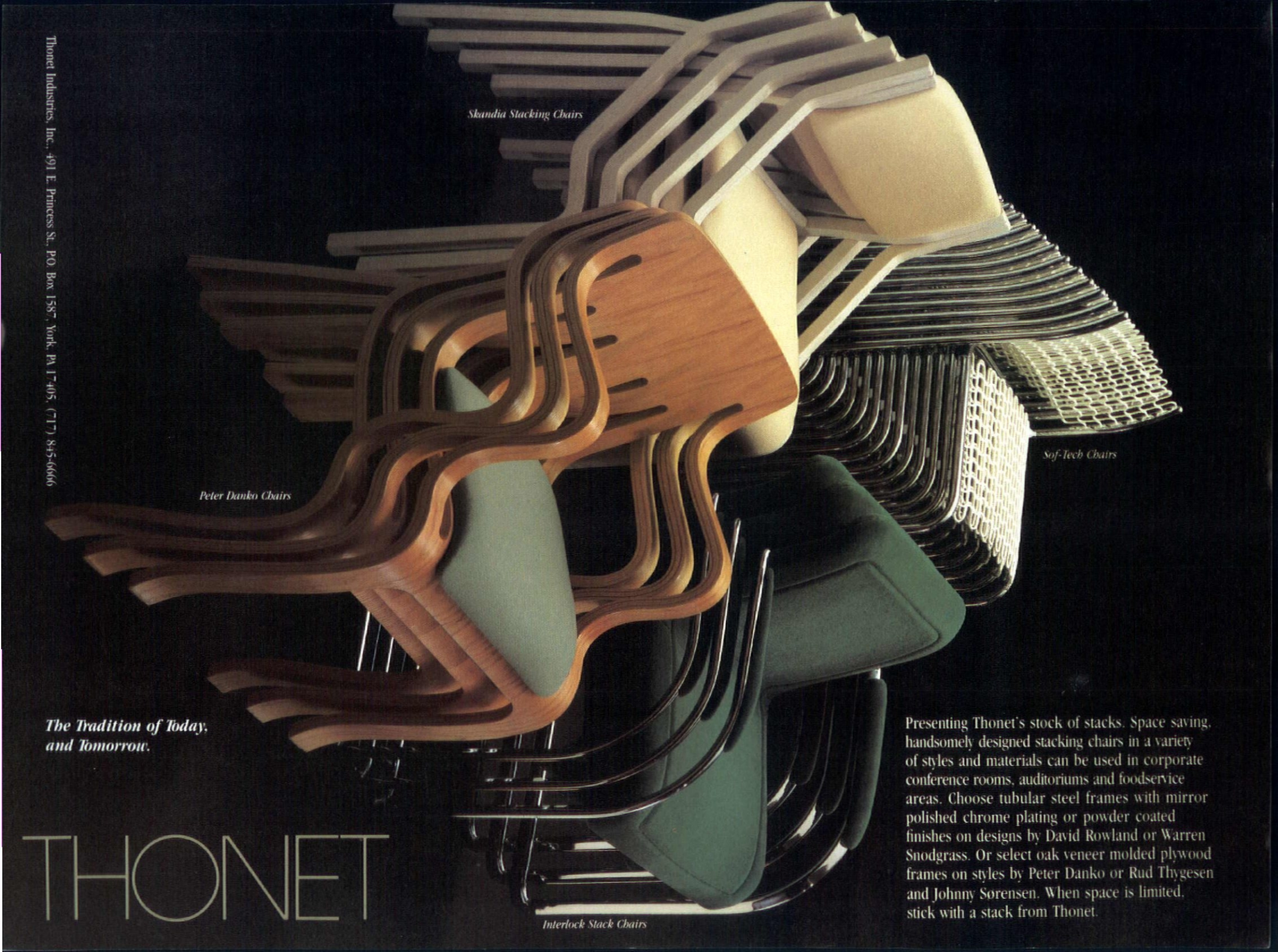
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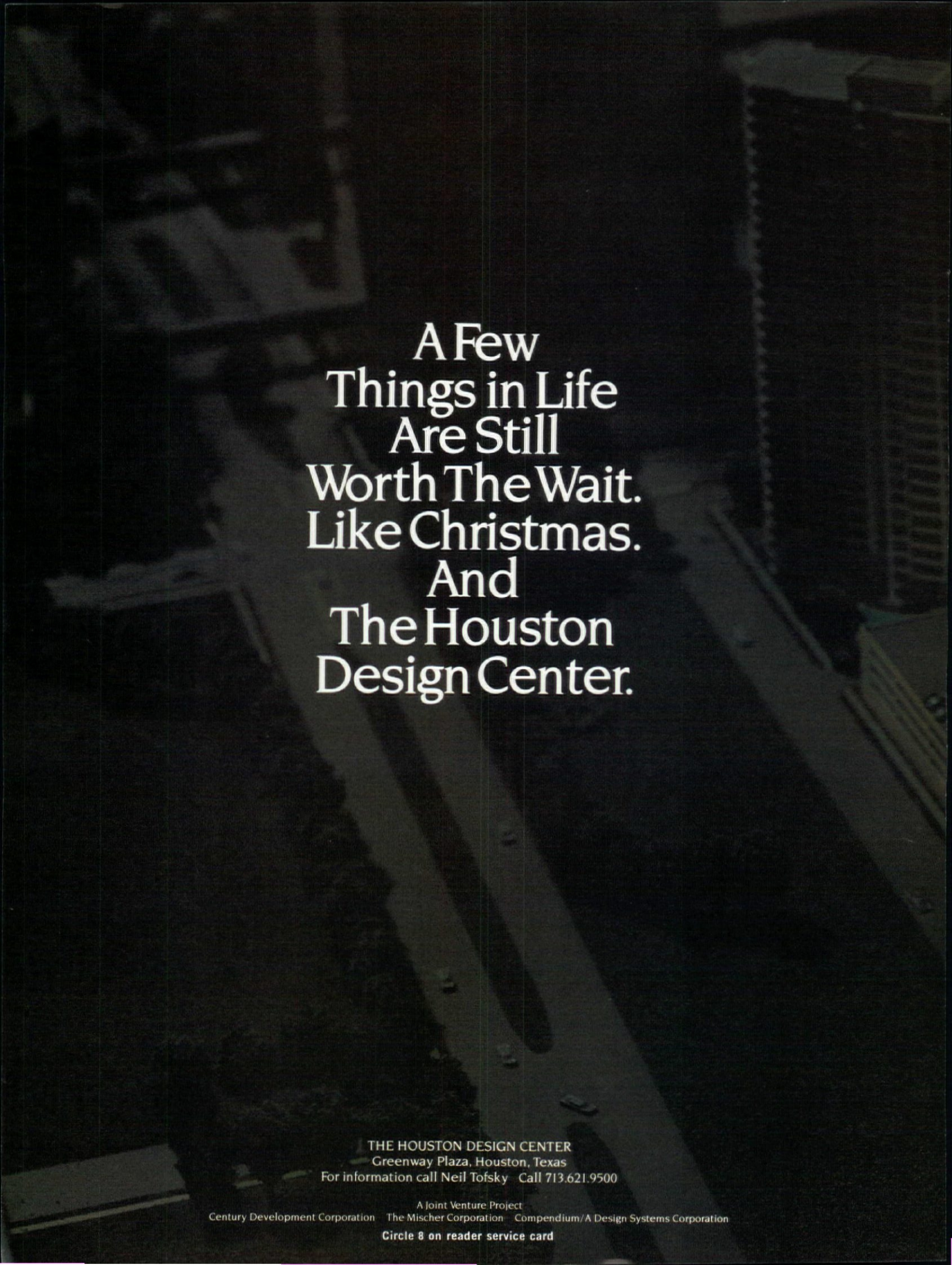


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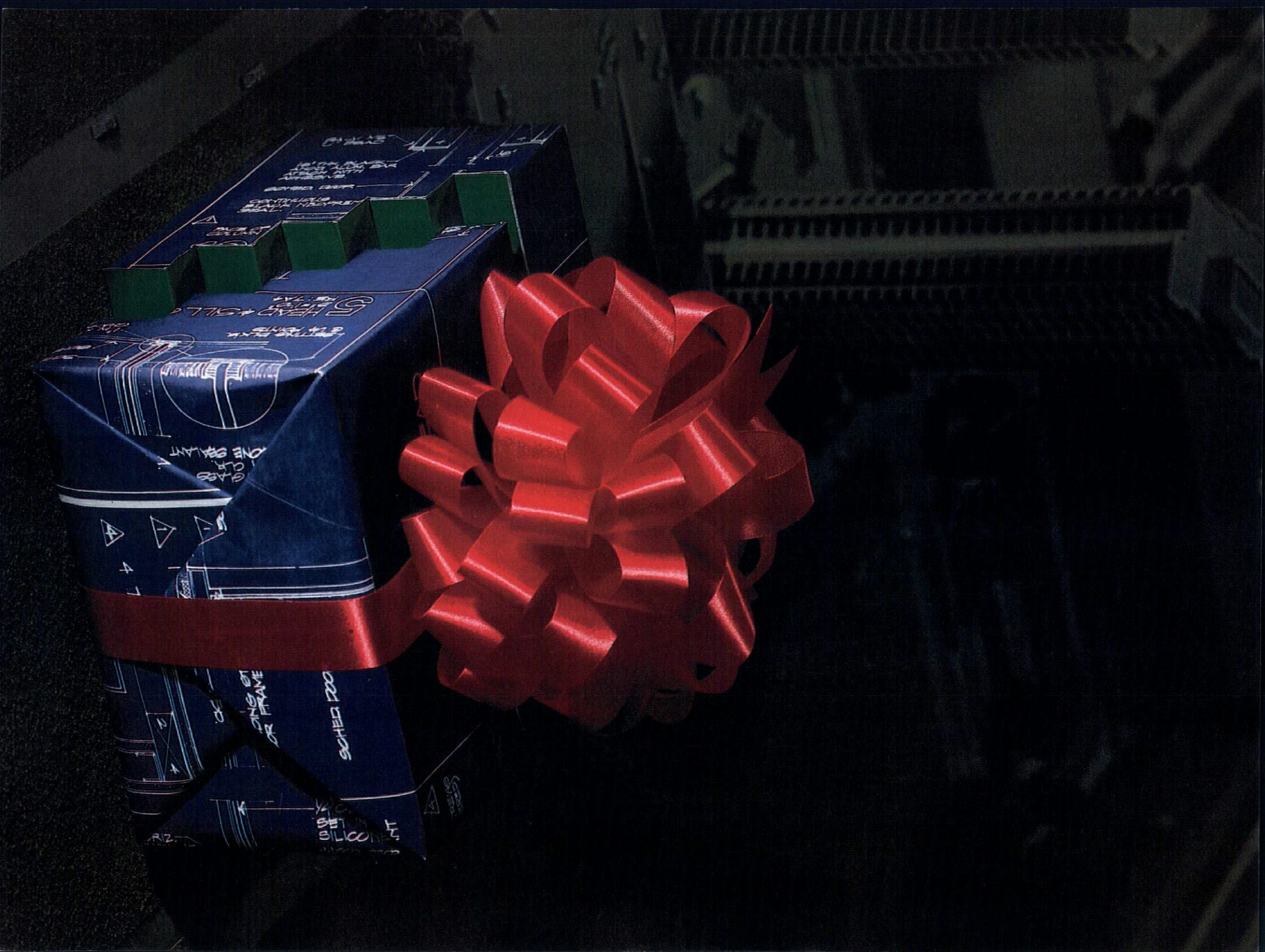
Presenting Thonet's stock of stacks. Space saving, handsomely designed stacking chairs in a variety of styles and materials can be used in corporate conference rooms, auditoriums and foodservice areas. Choose tubular steel frames with mirror polished chrome plating or powder coated finishes on designs by David Rowland or Warren Snodgrass. Or select oak veneer molded plywood frames on styles by Peter Danko or Rud Thygesen and Johnny Sørensen. When space is limited, stick with a stack from Thonet.

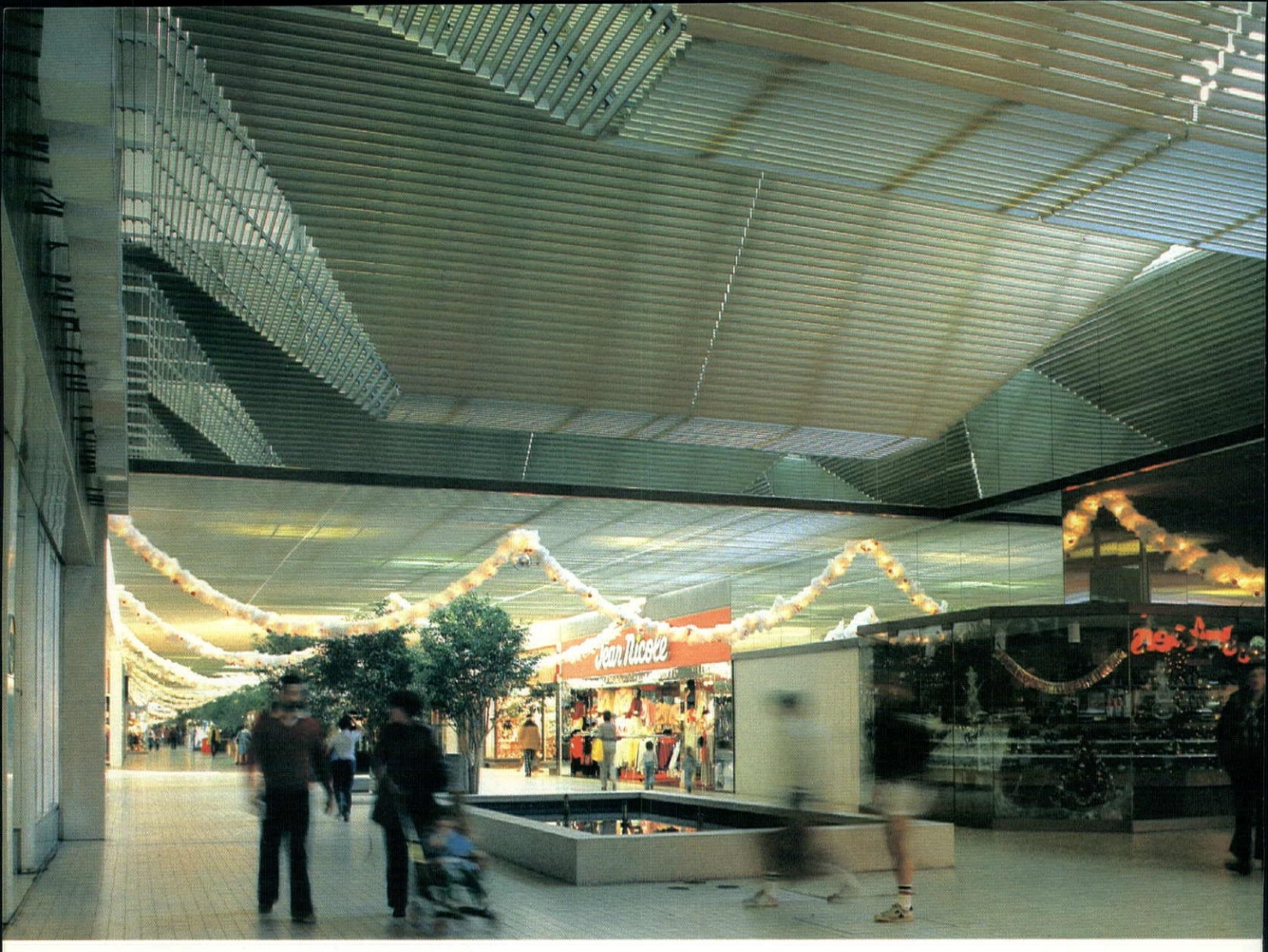


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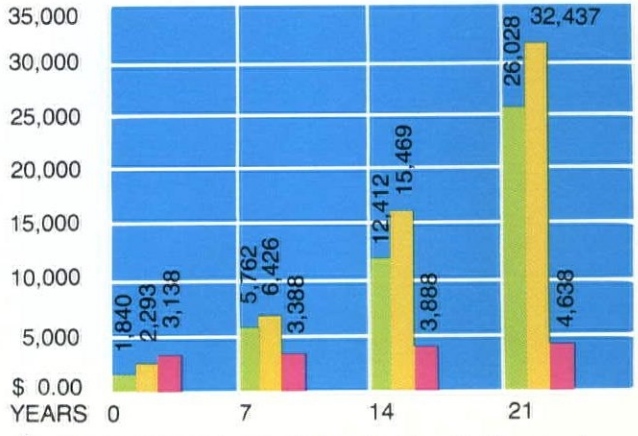
Beautiful, cost efficient alternatives for turning the ceiling into the most exciting element of your renovation. Engineered today for tomorrow, Hunter Douglas Renovation Ceiling Systems cover your old ceiling with no expensive rebuilding of ventilation or heating fixtures, no rearrangement of light fixtures... practically no down time. Highly durable, their baked enamel finish is stain and dirt resistant. They really stand the test of time. In fact, 7 years, 14 years, 21 years down the line, your Hunter Douglas Renovation Ceiling System will be as spectacular as it was the day it was installed. That kind of longevity pays dividends with every passing year and it's the reason we say, your costs come down when a Hunter Douglas Renovation Ceiling System goes up.

We're #1 in the world because nobody has figured out how to beat our systems.

Hunter Douglas Inc.

For information write Hunter Douglas Inc., Architectural Building Products Division, P.O. Box 61, Roxboro, N.C. 27273.

Three popular methods of Ceiling Renovation were compared for their Life-Cycle Costs



A Replace acoustical board and wash the exposed grid suspension system.

B Replace acoustical board and exposed grid suspension system completely. (No costs were included for reworking the existing lighting and air diffuser systems.)

C Install Hunter Douglas Renovation Ceiling System to existing acoustical board and exposed grid suspension system.

Details of the methods of testing are available on request.

Circle 9 on reader service card

Design industry breaks ground in the Capital with intro of D.C. Design Center

Washington, D.C.—Groundbreaking ceremonies for The Design Center, the first interior design resource building to emerge in the nation's capital, met with enthusiastic industry response recently.

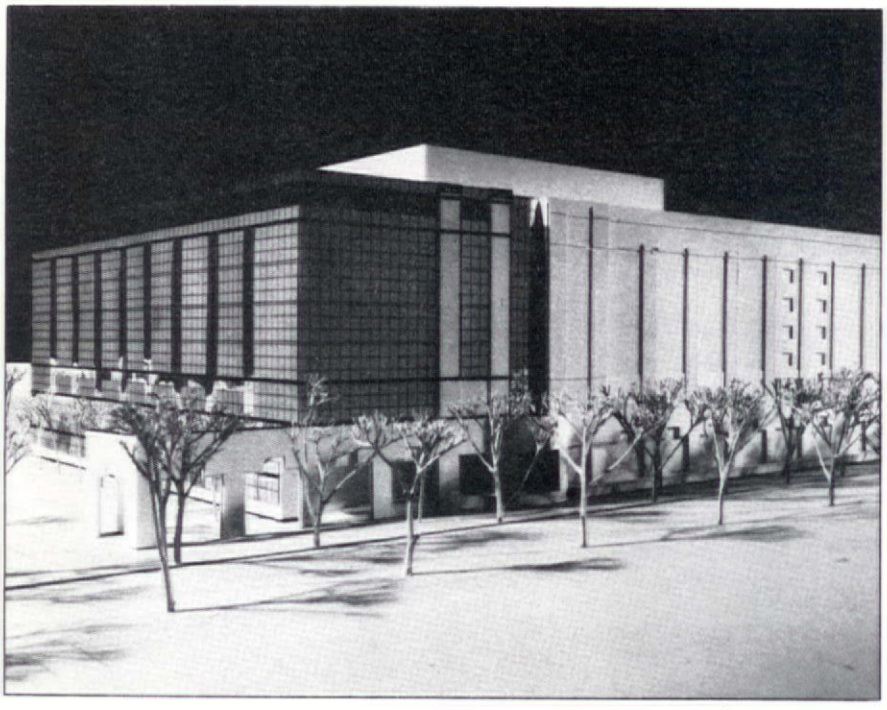
Ceremonies were attended by many industry leaders, including national presidents of AIA and ASID. Also present were association chapter presidents from Pennsylvania, Maryland, Virginia, West Virginia, and Delaware—the five surrounding states to be served by the new center.

Located at 4th and D streets, Southwest, in the heart of Washington's legal, financial, and government districts, the center represents interior design's debut as an important industry in the Capital. As proof of its importance, a high turnout of local dignitaries included members of city government, the Greater Metropolitan Washington Board of Trade, the Redevelopment Land Agency and other business leaders.

Scheduled to open in fall 1982, the center is patterned after Chicago's Merchandise Mart. Several hundred lines of contract and residential furnishings will be represented. Like the Chicago mart, it will be an ongoing exhibition, open each business day of the year, and featuring permanent showrooms.

Conveniently located for professionals traveling from within The District and surrounding states, the center is close to Washington's national airport, train station, and new convention center. A metro stop is situated on the site.

Says Thomas V. King, general manager of the Chicago mart and co-host of the goundbreaking, "We acknowledge the confidence the District has exhibited in bringing The Design Center to the area. It is an accomplishment that Washington and the design industry will benefit from in the years ahead."



Model for the 428,730-sq.-ft. Design Center shows exterior housing for ongoing exhibition of contract and residential furnishings lines in the heart of The District.

THE DESIGN CENTER

DC WASHINGTON DC



Groundbreaking for The Design Center, D.C.'s first interior design mart, was attended by Thomas V. King, gen. mgr., Chicago Merchandise Mart, and Capital Mayor Marion Barry shown here with a model.


Knoll Textiles introduces Furrows Wallcarpeting

The first carpeting created specifically for vertical surfaces

A curious phenomenon has been occurring in the design industry. For years, designers have been specifying floor carpeting for walls, despite the drawbacks inherent in using textiles created for one surface on another.

Now, all those drawbacks are eliminated with the introduction of one exceptional fabric–Furrows Wallcarpeting by Knoll Textiles.

Furrows, as you can see, is visually seamless. Furrows follows compound curves. Furrows has a Class A flame retardancy rating and one of the lowest smoke emission ratings of any wallcovering. Furrows is an insulator, extremely important in today's energy-conscious society.

Furrows is beautiful. It is available in 16 contemporary colors and tints. And finally, not only is Furrows less expensive to buy, it is also far less expensive to install. Furrows Wallcarpeting by Knoll Textiles. A breakthrough in interior design.

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Circle 50



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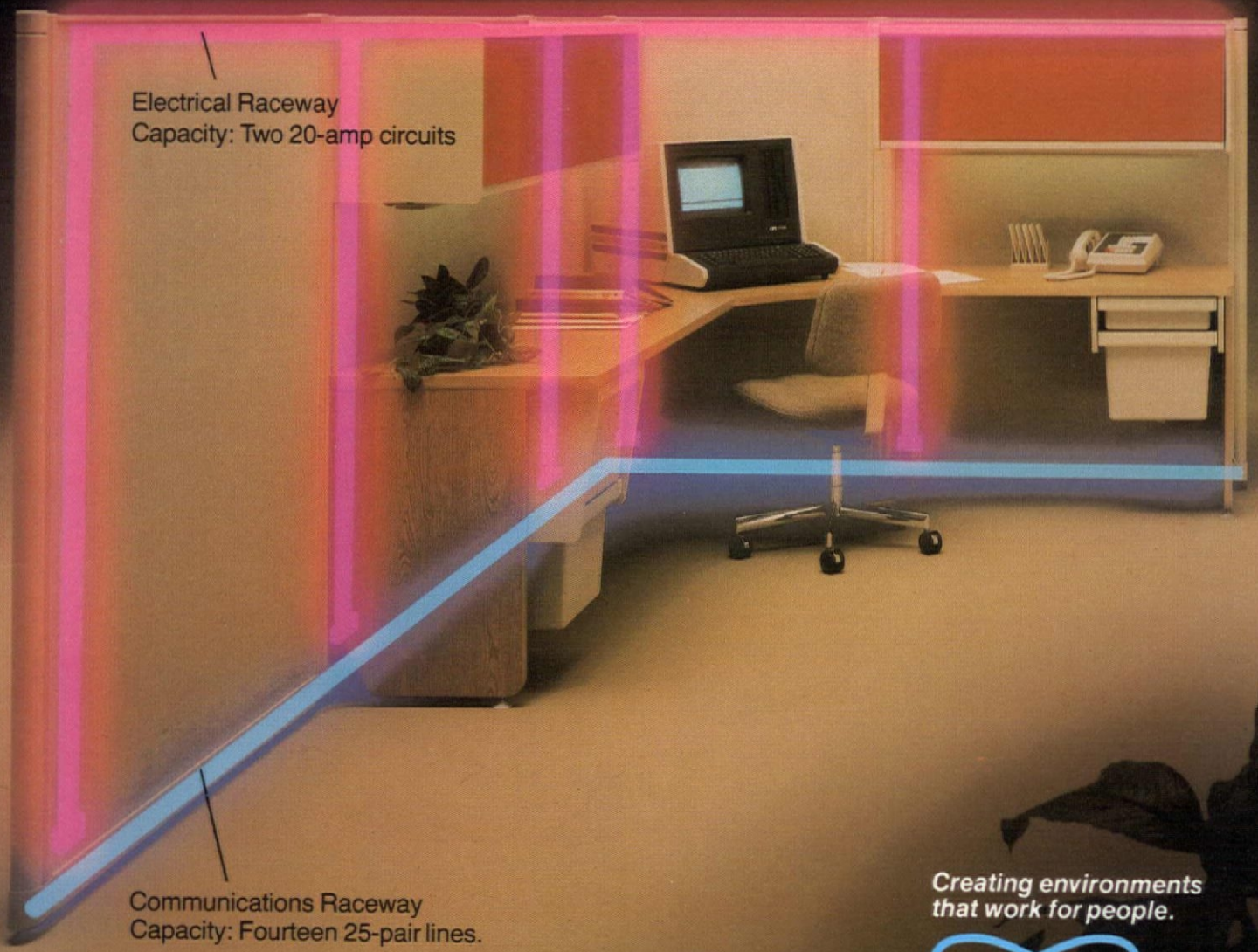
Carson Mall, Carson, California; Architect-Leach-Cleveland Associates Architects

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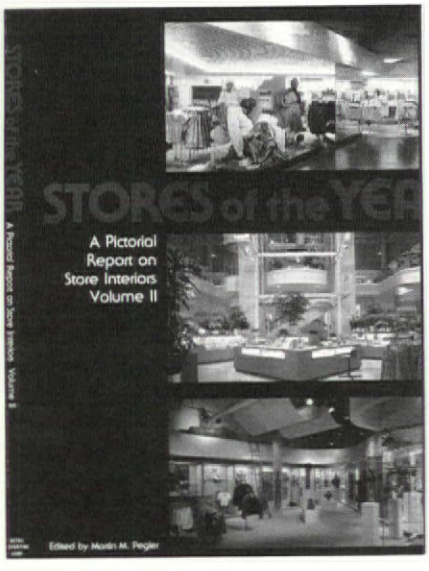
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Guide to 1980s store design offered by resource book and photo service

New York—*Stores of the Year II,* published by Retail Reporting Corporation, offers a complete pictorial guide to innovative store design. The new volume features 300 color photos of newly-designed retail outlets as well as floor plans and a glossary of designers.



Another retail design tool available through the firm is the monthly store planning service, offering retailers project information, scale drawings of floor plans and fixtures, and 30 color photos of recently-designed store interiors. Access to company archives which span two decades of store design; a research service; designer reference list; and retail store tour service are included in the $43 per month subscription.

For information contact Retail Reporting Bureau, 101 Fifth Ave., New York, NY 10003, 212/255-9595.

Proposals for computer mart reap results in Boston

Boston—BOSCOM, a computer and communications mart, expects to be in leasing stage by March '82, according to project spokesmen.

Commonwealth Pier at Boston Harbor is the tentative site chosen for the mart. Dyer/Brown & Assoc., Boston architects, will renovate the building to create a 1.1 million-sq.-ft. complex which will include convention center, permanent showrooms, meeting rooms, educational facilities, parking lots, and restaurants.

Represented products will include computer and communications systems for offices, education, and scientific applications. Completion date is scheduled for late '83.

AIA tows the line on design and energy

Denver, Col.—Speakers at AIA's first national conference on energy-conscious design included architects who are internationally known for innovative approaches to energy problems. Among them were Canadian architect Arthur Erickson, Hon. FAIA, and Australia's John Andrews, Hon. FAIA. Andrews is winner of the Intelsat headquarters international design competition this year.

Others speakers at the recent "Line on Energy and Design" conference were Kenneth Frampton, architectural historian, and professor of architecture at Columbia University; and Charles Gwathmey, FAIA, recepient of numerous design awards.

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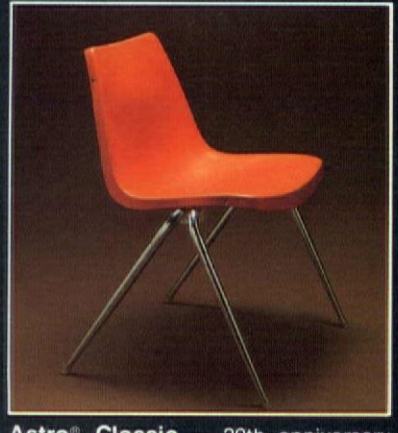
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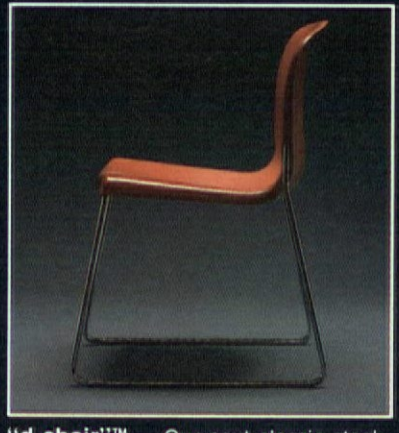


best of competition

1981 IBD Gold Medallion Winner and Best of Competition
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Astro® Classic — 20th anniversary over 4,000,000 sold and still popular with 4,000 selling per week. A stack-gang chair in 10 colors and varieties including side, arm, tablet, 4-leg and sled-leg.



"d chair"™ — Our next classic stack-gang chair in 16 high gloss designer shell colors. Adjusts to each person for static-posture or dynamic-motion comfort. Side or arm stack chairs and right or left flip-down tablet chairs with arms.



"discovery"™ in office seating systems" — The new 5th generation adjusting to any person in static-posture or dynamic-motion comfort. Encompasses a total program of 26 models for a person of any size or status from clerk to board of director.

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INTRODUCING

ANTRON® XL nylon is the most significant fiber development for contract carpeting since Antron® III. Here is a high-performance BCF fiber that will outperform any other contract carpet fiber. Its amazing soil resistance and strength mean commercial carpeting of Antron® XL will retain its good looks longer with a lot less maintenance.

How does Antron® XL work? It's basically very simple. Antron® XL nylon filaments are bigger than conventional nylon filaments. Therefore, fewer are needed. (See illustrations). This means that in every square yard of carpet, depending on construction, there is 25-30% less surface area to soil. And the less soiling there is, the less-frequent cleaning.

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You've come to rely on the great performance of Antron® III (with long-term appearance retention and built-in static control). With Antron® XL nylon BCF, you can expect even more– significantly improved soil resistance and pile retention versus all other carpet fibers. That's the latest Antron® Advantage.

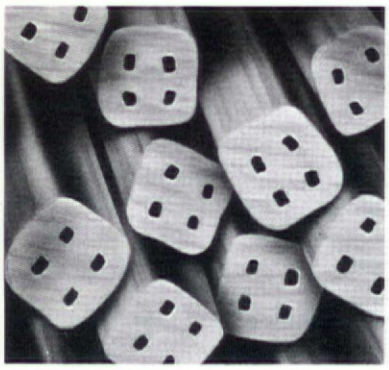
See and hear the Antron® XL story for yourself at Neocon XIII– the Du Pont showroom 1097, (10th floor) and leading manufacturers' showrooms.

MAN MADE FIBERS LIFE MADE BETTER

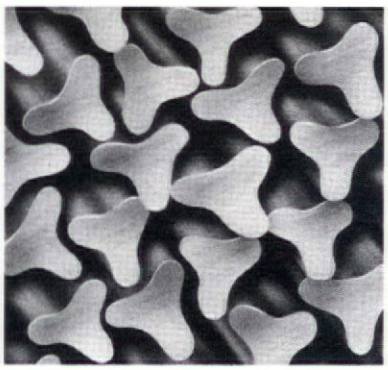
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LARGER FILAMENTS PROVIDE MORE SOIL RESISTANCE AND RESILIENCE.



300X. New Antron® XL, 34 DPF (BCF). Total Surface Area: 19,500 cm²/oz. of face fiber.



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Knoll celebrities celebrate intro of unique design book



***New York**—Knoll International's recent introduction of a new book,* Knoll Design, *which details the firm's history and growth, brought together Knoll talent and leading members of the design community for a celebration. Shown are Marshall Cogan (left), vice chairman, Knoll International Florence Knoll Bassett; and Stephen Swid (right), chairman, Knoll International; who were present at festivities in the company's New York showroom.*

Furniture sales to rise 14 percent over 1980, BIFMA reports

Grand Rapids, Mich.—Latest statistics from BIFMA, the Business and Institutional Furniture Manufacturer's Association, reveal that good performance plus high predictions for the rest of the year indicate a 14 percent rise in 1981 business furniture sales over those of last year.

Figures indicate that new orders are being received at a faster rate than shipments. Although shipments for the first half of 1981 were up 10 percent from the same period of 1980, orders for those months were up 16 percent from last year. Backlog is now 24 percent greater than one year ago and represents approximately two months' shipments.

"With new orders exceeding shipments, it's expected that strength in shipments will continue during at least the third quarter of 1981", say BIFMA spokesmen.

Statistics also indicate that systems furniture again captured a larger share of the market. It accounted for 31.2 percent of sales for the first six months of 1981 compared to 28.7 percent for the same period last year. Systems shipments were 17.5 percent greater during this period than they were in 1980.

Analyses show constant improvement in inventory management. While shipments have increased seven percent in real terms, inventories have increased only four percent.

BIFMA predicts that the industry can expect a total 1981 volume of 3.9 billion in dollar figures, an increase of three percent over original projections.

Work begins on $50 million Illinois govt. building

Work on the $50 million **Illinois Department of Revenue** building has begun in Springfield by **A. Epstein & Sons,** Chicago architect/engineer for the center. **Ferry & Henderson Architects,** Springfield, is associate, responsible for architectural design....**Ellen L. McCluskey Associates,** New York, has been commissioned to re-design **Four Seasons Plaza Nacional Hotel,** located in San Antonio.

Executive Office Concepts balloons to larger offices

Los Angeles—Executive Office Concepts' opening of a new Los Angeles office was highlighted by a picnic in the park. Featuring an all-American theme, the opening turned 10 acres of manufacturing space and grounds into a park full of popcorn stands, beer carts, banjo bands, and air balloon rides.

Guests were invited on tours of the new facility. Located at 1705 Anderson Ave., Compton, the site is part of the city's largest and most recently built business park.

Stow/Davis breaks ground for new plant



***Grand Rapids, Mich.**–Allen I. Hunting president, Stow/Davis (left) and Frank Siegel, a Stow employee for 51 years, get ready to break ground on the firm's new Grand Rapids facility. Intended as a supplement to existing operations in Wyoming and Grand Rapids, the new plant will hire 60 employees, with anticipated growth to reach 500, company spokesmen predict.*

Plan for the electronic office with UniTek™ Electronic Support by Haworth.

Successful integration of electronic technology into the modern office environment requires a uniquely tailored support system. One that addresses equipment demands and the overall work process. One that provides for the needs of the equipment operator. Enter UniTek electronic support components. In panel-mounted, free-standing, mobile, carousel and corner designs. All physically and visually compatible with Haworth's UniGroup® open office interiors system. All affording effective support for electronic equipment and the people who operate it. UniTek Electronic Support by Haworth.



Send for the "UniTek Electronic Support Package". Write: One Haworth Center, Holland, MI 49423.

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New York City Council tells designers what's up in resource book

New York—*"What's Where?" "Says Who!"* is a new interior design resource book to be published by the New York Mayor's Advisory Council for the Interior Furnishings and Design Industry. Karen Gerard, deputy mayor, announced the forthcoming publication at a City Hall press conference this fall.

An adjunct to the celebration of Interior Furnishings and Design Week in October, the book contains more than 400 sources for rug reweaving, porcelain repair, custom cabinetry, unique accessories, photographers, lawyers, and other services of value to the designer. All listed sources feature recommendations of practicing New York interior and industrial designers.

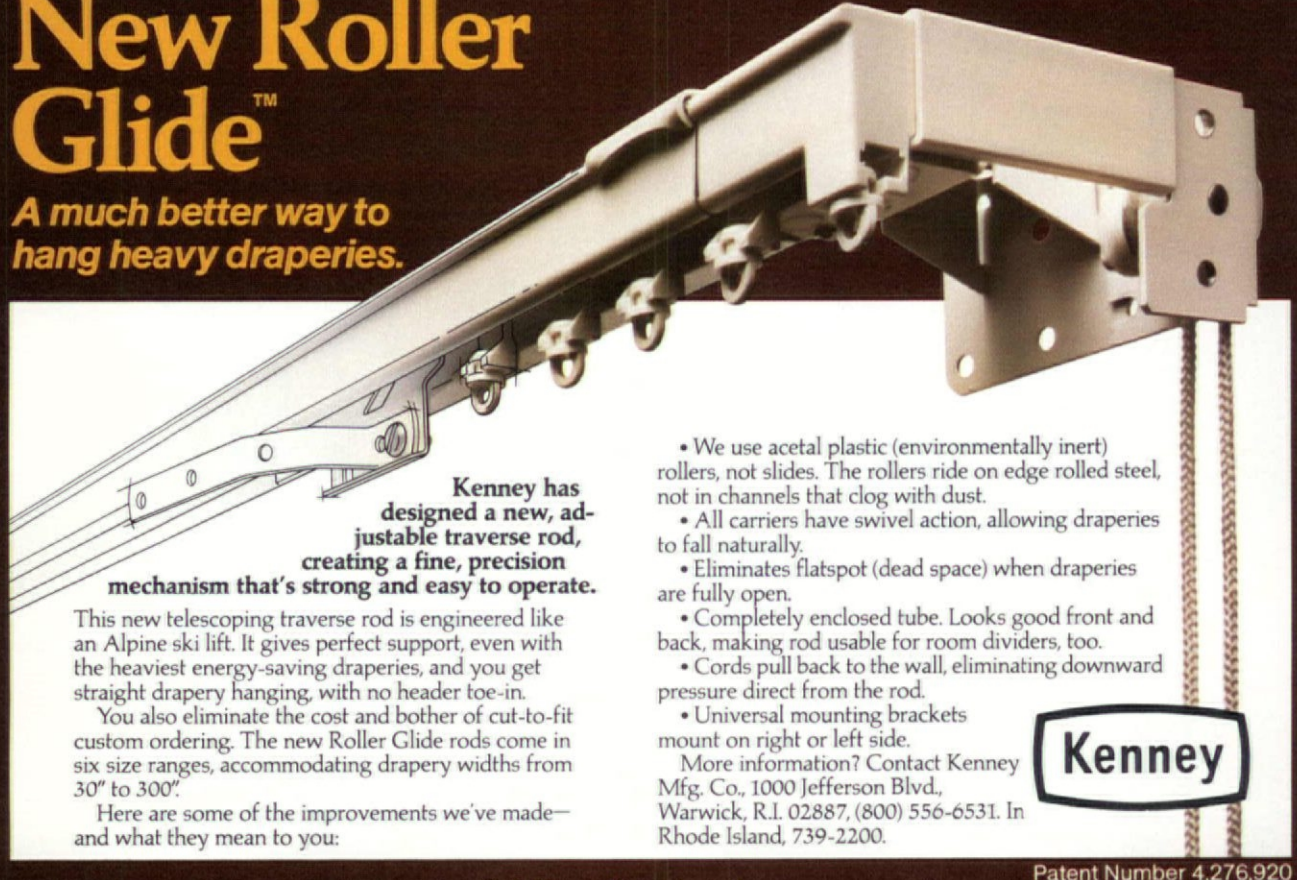
"What's Where?" "Says Who!", designed by Penny & Bernstein, will be distributed free of charge to members of the advisory council. It will be available to others for $5, according to Andrew Loebelson, council president.



Deputy Mayor Karen Gerard presents Andrew Loebelson, president, New York Mayor's Advisory Council for the Interior Furnishings and Design Industry, with proclamation of Interior Furnishings and Design Week which was inaugurated this fall.

New Roller Glide™

A much better way to hang heavy draperies.



Kenney has designed a new, adjustable traverse rod, creating a fine, precision mechanism that's strong and easy to operate.

This new telescoping traverse rod is engineered like an Alpine ski lift. It gives perfect support, even with the heaviest energy-saving draperies, and you get straight drapery hanging, with no header toe-in.

You also eliminate the cost and bother of cut-to-fit custom ordering. The new Roller Glide rods come in six size ranges, accommodating drapery widths from 30" to 300".

Here are some of the improvements we've made—and what they mean to you:

- We use acetal plastic (environmentally inert) rollers, not slides. The rollers ride on edge rolled steel, not in channels that clog with dust.
- All carriers have swivel action, allowing draperies to fall naturally.
- Eliminates flatspot (dead space) when draperies are fully open.
- Completely enclosed tube. Looks good front and back, making rod usable for room dividers, too.
- Cords pull back to the wall, eliminating downward pressure direct from the rod.
- Universal mounting brackets mount on right or left side.

More information? Contact Kenney Mfg. Co., 1000 Jefferson Blvd., Warwick, R.I. 02887, (800) 556-6531. In Rhode Island, 739-2200.

Kenney

Patent Number 4,276,920

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Sarah Tomerlin Lee is one of 16 women honored for business achievement

New York—Sarah Tomerlin Lee, president, Tom Lee Ltd., was one of 16 New York women honored for entrepreneurial talent by Women Business Owners of New York. Award winners were selected from nearly 100 candidates nominated by professional organizations, corporations, and several business leaders.

Ceremonies took place at the recent 1981 Entrepreneurial Awards Luncheon at the Sheraton Centre — a major event of the Third Biennial Conference on Women in Business. The October conference was a week-long series of 70 workshops and seminars which drew over 4,500 women and men interested in improving management skills and increasing professional contacts.

New York City Council President Carol Bellamy joined Grace J. Fippenger, vice president, New York Telephone and honorary chair of the conference, and actress Candice Bergen to present the awards. Marcella Maxwell, New York City Commissioner on the Status of Women, proclaimed the week "Women in Business Week."

Software demonstrations at IBD automated fair

New York—Highlighting IBD/New York's third computer seminar were exhibitor demonstrations of automated offices in operation. Presentations examined the use of computer graphics in drafting and types of software and housing available to the user.

Marshall Graham, senior vice president of Environetics International, and director of Environetics Management Technology Inc., was keynote speaker for the event. Graham discussed programs and functions offered by the computer and how they affect design work. Among the programs he named were graphics, both monochrome and color; construction specifications and legal data systems; and voice/data communications.

Seventh IBD Student Rally features computer seminar in High Point, N.C.

High Point— "Designing For/With Computers" is the title of one of four seminars to be held here at the seventh IBD Student Rally, February 10-12.

Junior, senior, and graduate students from design schools are invited to the three-day rally, the thrust of which is to better prepare students for a professional career through greater interface with the working community.

Other seminars include a lighting workshop, to be conducted by James Nuckolls and a talk by Jim Glave on renovation work. Of great value to students will be a panel discussion covering basic business practices and portfolio development.

IBD Student Competition awards will be presented on Friday night at a gala banquet to be held in the students' honor. Also planned are factory tours of various furniture manufacturing plants.

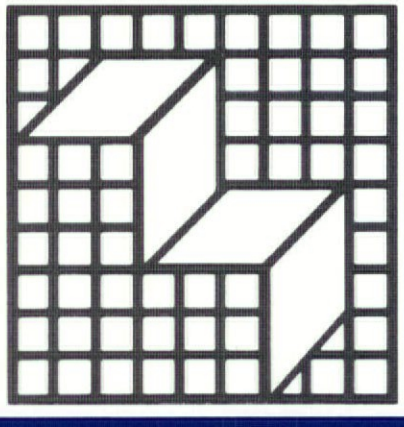
The 1982 Student Design Rally is sponsored by the Carolinas Chapter of the Institute of Business Designers.

Eighty-five.

Or close to one-fifth of all the manufacturers' lines available at The Marketplace offer products specifically designed for contract installations.

That's right, already well-established as *the residential source* for the 5000-some professional interior designers, architects and space planners working in the Mid-Atlantic region, The Marketplace is quickly gaining a reputation in the contract field, too.

Surprised? Well, for one, The Marketplace is attracting those residential-turned-contract designers who are not serviced by contract reps nor have a library of source catalogs. Plus, those who, because of their residential experience, want to *see* the product, sit in the chair or behind that desk, *before* ordering it. Others just appreciate the personal attention they receive at any one of the 47 permanent showrooms that call The Marketplace home.



For a list of these showrooms—and information about their many contract product lines, write for a copy of the new 1982 Marketplace Directory. For information concerning leasing—or sharing—showroom space, contact Kathryn M. Calabrese, Marketplace General Manager, 2400 Market Street, Philadelphia, Pennsylvania 19103. Phone collect 215-561-5000.

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The newly discovered contract source.

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presents the "Atelier" collection.

A lovely, alive-in-color group of Axminsters made of 80% wool and 20% nylon in Ireland,
especially suitable for institutional and large scale residential interiors.
Stocked in the United States for immediate delivery.
Write for further information and about Navan's Custom Program
which offers any design and color woven to your specification.

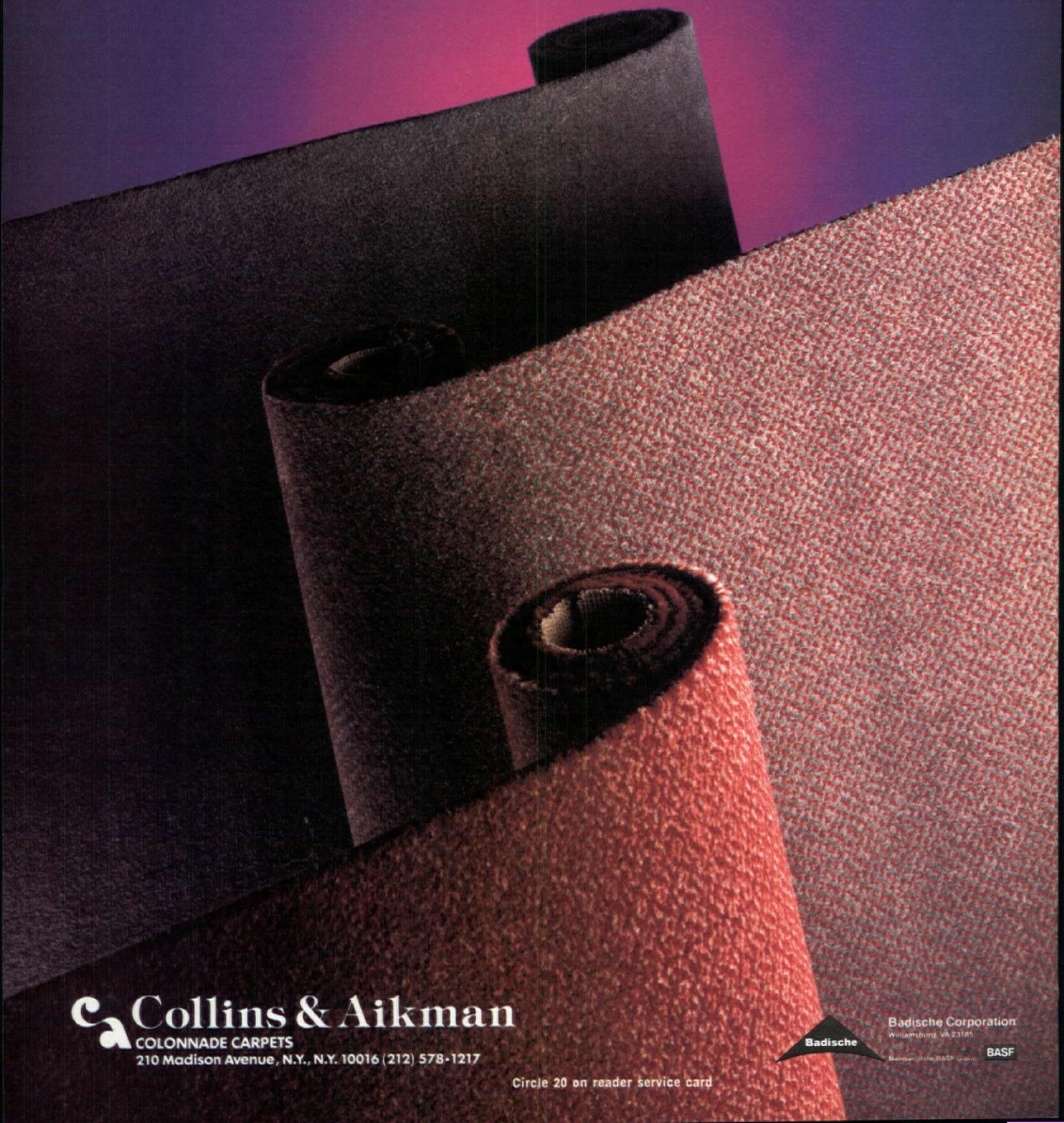
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Roll out the options with Coordinated Carpets by Colonnade™

Coordinate your way to the top with Colonnade Carpets' designer package of cut pile broadlooms. Award II, dense, low pile solid...Cardinal Point pin dot...and Crossbow herringbone pattern work in perfect harmony, from lobby to executive row. Colonnade assures color consistency because all 3 carpets are produced from a stock-dyed yarn system: Badische's Super Blend CR4. 70% Zefran® acrylic, 30% Zeflon™ nylon. The aesthetics of wool, the durability of nylon. One of the most complete CR4 programs in the industry.

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Compaxx™ clears the desks

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We asked designers and they told us (1) crisp styling, (2) freedom from the clutter which detracts from a designer's original visual concept and (3) client acceptance.

We asked. Then we created Compaxx.™

Calendar, memo pad, pencil cup, tape dispenser, magnetic paper clip dispenser, utility scoop in one compact, superbly conceived organizer. Plus internal space for irksome odds 'n ends. Optional ashtray or card file fits right in.

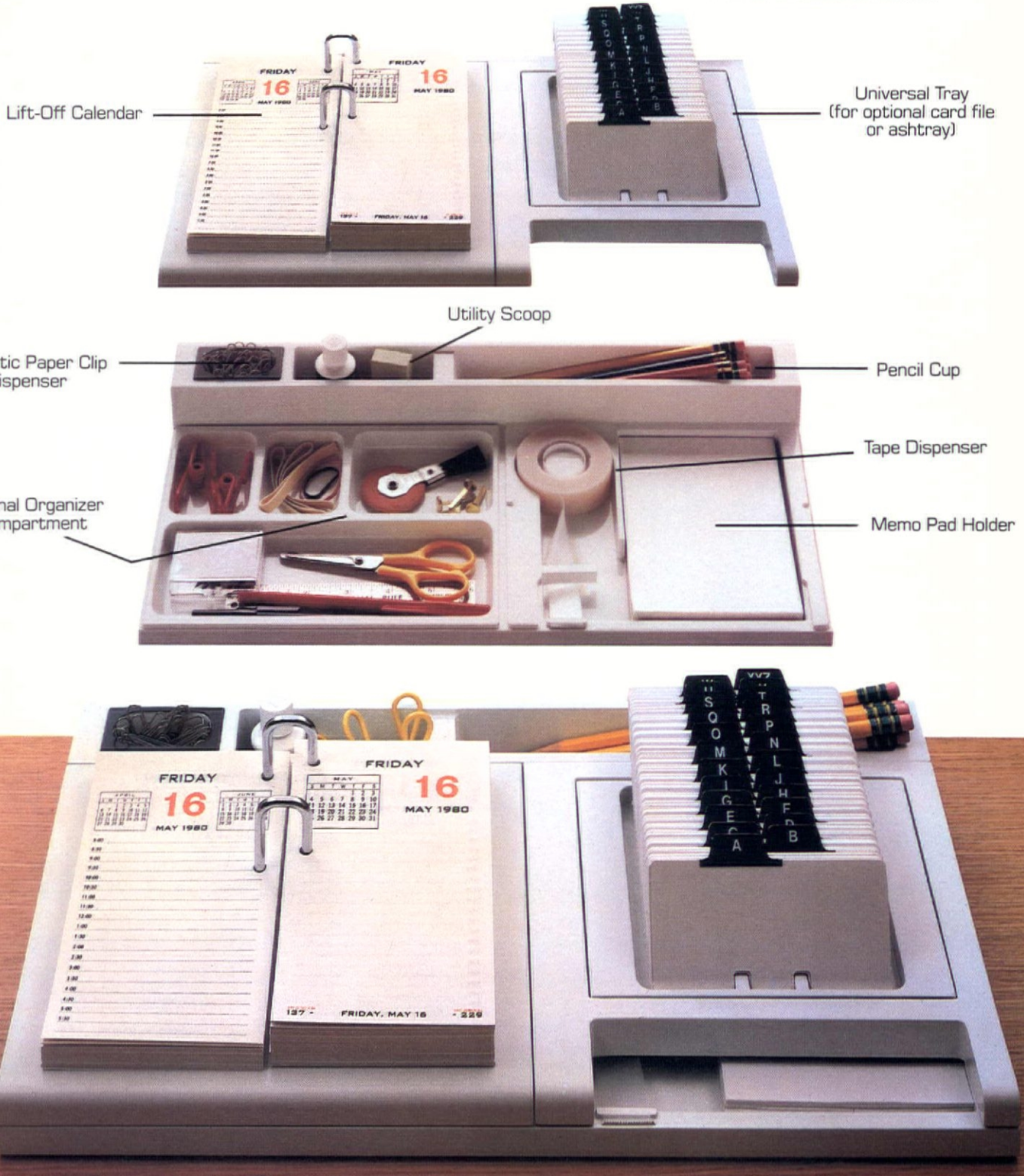
The look is timeless. Functional. In "right" colors to blend with any office environment.

Compaxx is a specification your clients will appreciate.

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Available in Black, Brown, Putty, White. Shown with optional card file.

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3D/I sweeps SMPS awards in '81 competition

Toronto—First, second, and third place, as well as honorable mention, were awarded to 3D/International in a recent competition sponsored by the Society for Marketing Professional Services (SMPS). Awards were presented to the Houston-based, multi-disciplinary design and project management firm at the group's national meeting and awards banquet held here.

3D/I placed first in the "Corporate Identity Program" category. Second place was awarded to the firm in the "Periodical Articles" category, as well as third place in the "Communications Program" category. 3D/I earned an honorable mention for its quarterly company newsletter.

NICO Construction acquires RAMCO

New York—NICO Construction Co., a leading interior contracting organization, recently acquired RAMCO, a New York-based interior construction company formerly owned by Fisher Brothers.

Founded in 1977, RAMCO quickly established itself in corporate and commercial markets, growing from $4 million to more than $18 million in annual volume during its first four years of operation.

NICO is headquartered in New York and maintains active regional and branch offices in eight major U.S. cities and the United Kingdom.

McGraw-Edison offers $8,100 in sixth lighting contest

Chicago—McGraw-Edison's sixth annual National Lighting Design Competition offers a total of $8,100 in prizes to entrants demonstrating creative use of lighting as a basic design element. Sponsored under the auspices of ASID, the contest is open to all professional, associate, and student members of the association.

Entries will be accepted for either residential or commercial interiors that use McGraw-Edison's Halo Power-Trac track lighting or SPI indirect ambient lighting. The contest will culminate with an awards ceremony to be held during ASID's 1982 convention to be held in San Francisco.

For contest information write Len Lirtzman or Helen Joseph, competition coordinators, The Hanlen Organization, 401 N. Michigan, Chicago, Il 60611.

NHFL names Joan Feltes 1981-'82 president of educational foundation

Dallas—Joan V. Feltes, a Minneapolis interior designer, educator, and a member of NHFL's North Central Chapter, was named 1981-'82 president of the association's educational foundation.

F.E. Masland, III, of C.H. Masland & Sons, was named chairman of the board of the national organization of executive women for the same term.

Now: Specify lateral fire protection.



Here's point-of-use fire protection the design professional can appreciate. Available in two, three, and four-drawer sizes, these models complement any open landscape theme...blend with any office decor.

Every business needs fire protection for critical records. Now you can specify a practical solution without sacrificing esthetic or space-planning goals.

Schwab lateral files bear the applicable U.L. label for Class 350-1 Hr. equipment. Optional wood-grained tops and a broad selection of contemporary colors are available.

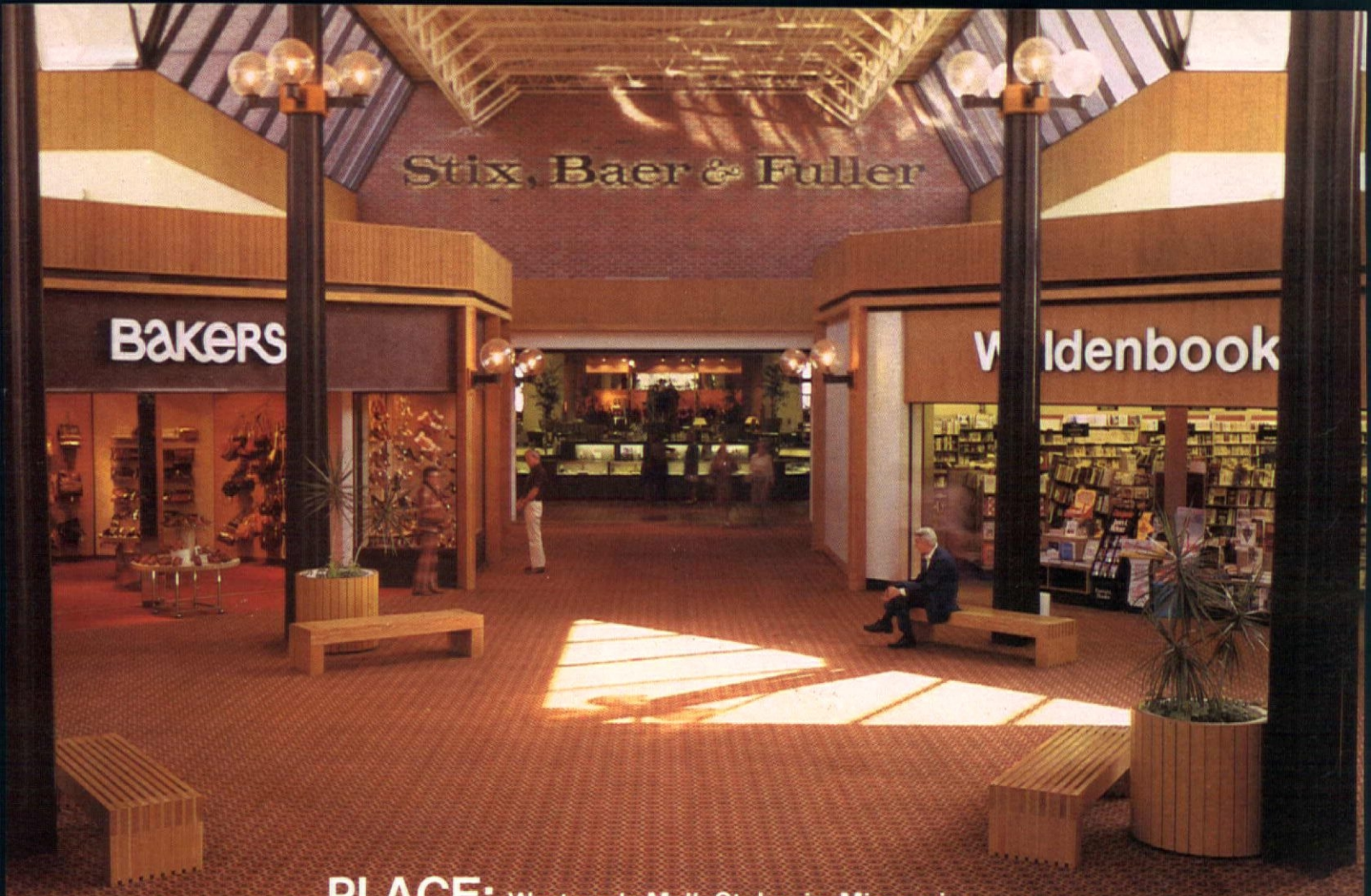
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PLACE: Westroads Mall, St. Louis, Missouri

CHALLENGE: Keeping noise, maintenance and energy costs at a minimum in heavy traffic common areas.

SOLUTION: Bigelow's Beauvais® contract carpet, installed in January '77, does it all and still looks just-installed.

Bigelow contract carpet is performance engineered to specific end uses. This Beauvais® Assembly pattern of 100% Anso X® NaturaLuster™ nylon still has that just-installed look because it was performance engineered for heavy traffic common areas. Besides being easy and less expensive to maintain than hard flooring, it absorbs noise and provides resilient underfoot comfort to shoppers. It also provides important fuel-saving insulation.

Whatever challenges you face, Bigelow has the solution. We understand your end-use requirements from design to performance...be they shopping malls, stores, hospitals, hotels, offices or any other contract installation. That's why Bigelow remains First in Contract Carpet.



C121

For further information on Bigelow Contract Products, write or call for our **"Proven Performers" Booklet:** Bigelow Contract Department, Bigelow-Sanford, Inc., P.O. Box 3089, Greenville, SC 29602, 803-299-2000.

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Beauty up front, performance down the line.

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Ohio Design Centre opening hosts 500 related professionals

Cleveland, Ohio—Nearly 500 interior designers and architects from Ohio and adjacent states attended the recent opening of the Ohio Design Centre, the Midwest's newest resource complex for the space planning community.



Ohio Design Centre will serve contract and residential markets in a six-state area.

Featured at the event was a panel discussion headed by Jack Lowery, president, ASID, on industry professionalism, the fine art of getting published, and state-of-the-art of the electronic office.

Ohio's new Design Centre will showcase wallcoverings, fabrics, carpeting, home furnishings, imported collectibles, and art objects. Heading the tenant roster are such firms as Baker, Knapp and Tubbs; B. Berger Company; Design Resources; and U.S. Carpet Company.

Designed and built by Larry Davis Construction Company, the Centre will feature both residential and contract interior furniture and furnishings. Its pivotal location at 23533 Mercantile Road (off Chagrin Boulevard at I-271) on Cleveland's east side makes it easily accessible to professionals in a six-state area, according to management.

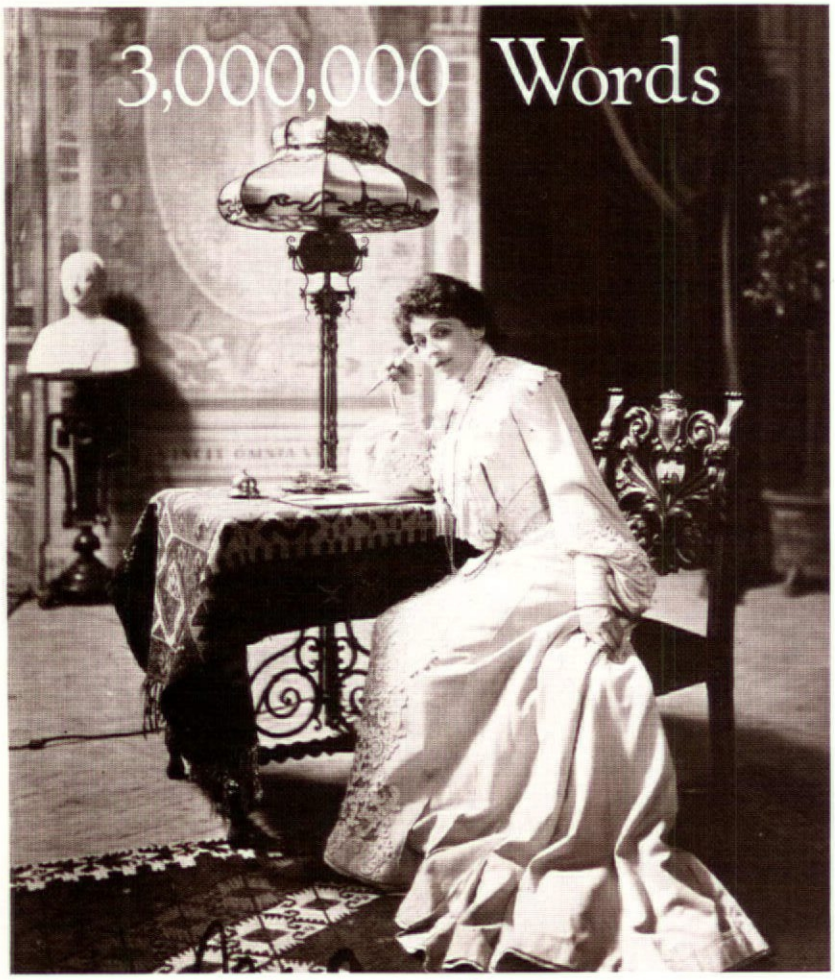
Grand opening events for the Ohio Design Centre were coordinated by Jeffrey S. Davis, vice president, Larry Davis Construction Company. The firm is located in Solon, Ohio.

Atlanta Mart flooring expo doubles in size

Atlanta—Atlanta Merchandise Mart's National Accessories and Maintenance Exposition (NAME), to be held January 16-18, has already doubled the size of the premiere show a year ago, according to show manager, Chas. Sydney.

"NAME" was so successful its first time at bat that 70 percent of last year's exhibitors signed up for '82 before the '81 show was over," he says.

NAME, occupying 40,000 sq. ft. of Atlanta Mart's second floor, offers a variety of products for manufacturers, distributors, and retailers. Carpet machinery, cleaning and maintenance specialists, display manufacturers, installation materials, and underlayment will be represented at the expo. Included in this list are nearly 200 permanent floorcovering showrooms which represent 10,000 carpet and rug styles. Three new additions are International Classics and Image Carpets, both broadloom manufacturers, and Recticel, a producer of carpet cushion.



At a thousand words apiece that's what it would take to describe the 3,000 photographs in our Past Tense Collection of Photo Decor. Dated from 1860-1940 these charming, nostalgic images are available in any size for perfect decor accents.

A more contemporary approach? Our Custom Collection holds over 20,000 unique creations by master photographers and covers virtually every subject and theme.

For bars and restaurants, offices and homes. For any place where ordinary pictures just won't do you can now use beautiful, affordable Photo Decor.

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With carpet of Ultron® and Ultron® Z, you get the best of both worlds—the quality look of wool sustained by outstanding performance properties. It's the remarkable combination many discriminating designers prefer.

Uniquely constructed fibers of Ultron and Ultron Z provide unsurpassed protection against soil, superior appearance retention and static control. All the tough performance you need without sacrificing any of the aesthetic wool-like qualities you want. As for versatility? You can specify exciting patterns and colors that go beyond your imagination, yet remain within your budget.

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SOIL SHEDDING NYLON FIBER

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Collins reelected president of ASID/Michigan

Detroit—Brian C. Collins, of Hudson's Westland Design Studio, was reelected to a second term as president of Michigan Chapter/ASID. Elections were held at the chapter's recent annual meeting.

New officers include Karen Russo, Contract Interiors Inc., Detroit, vice president; Thom LaRose, Interiors by Thom Ltd., Troy, secretary; and Thom Grabowski, Hudson's Northland Interior Design Studio, treasurer. Julie Baba, Gorman's Gallery, Southfield, will become the chapter's representative on ASID's national board of directors.

Space planning firm launches real estate investment unit

New York—Interior Facilities Associates (IFA), leading space planning and interior design firm, launched IFA Ltd., a wholly owned real estate investment subsidiary. Located in the parent company's headquarters in lower Manhattan, IFA Ltd. represents a significant diversification program for the design firm.

IFA Ltd.'s first project is the purchase, development, and management of a nine-unit residential apartment in Jersey City, New Jersey. According to IFA management, the New Jersey location was chosen because it represents an area of burgeoning urban revitalization.

American Craft Museum opens second exhibit at Int'l Paper

New York—International Paper Company will be the site of American Craft Museum's second permanent exhibit space scheduled to open this spring. According to Council management, the paper company will donate 3,500 sq. ft. of lobby space in its new corporate headquarters at 77 W. 45th Street.

American Craft Museum II will be a complete museum housed within the corporate facility. Space Design Group, the firm responsible for the building complex, will also design the exhibit space for the new facility.

Photo credits to Boyd/Connell

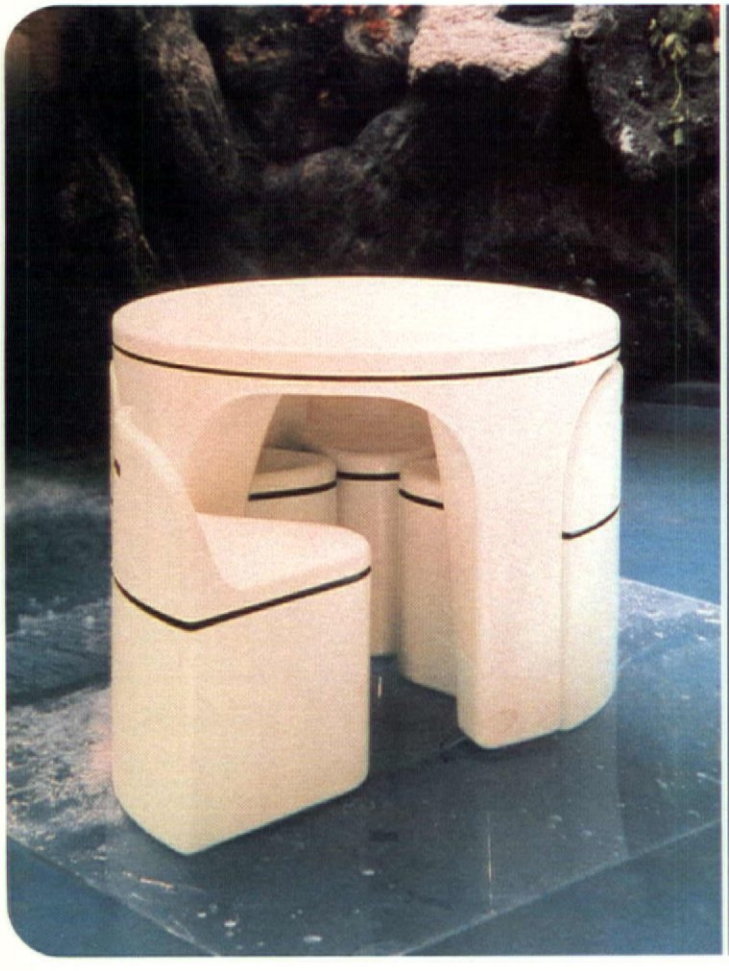
CONTRACT credits photography for all pictures in its October Bank of Newport article to Boyd/Connell Architectural Photography.

FIDER board accredits Kansas and Minnesota design programs

New York—Two Midwest design programs were recently accredited by the FIDER board of trustees, raising the total number of accredited programs to 53 for the U.S. and Canada.

FIDER granted initial provisional accreditation for two years to the Department of Clothing, Textiles, and Interior Design at Kansas State University. Also accredited was Dakota County Area Vocational Technical Institute in Rosemount, Minnesota, for its two-year para-professional program.

FIDER accreditation signifies that academic design programs have met recognized standards of interior design education.



IBD Honorable Mention!

Peter Pepper Products model 7000 fiberglass table with 4 chairs, designed and manufactured by our Canadian affiliate, Plastiglas Industries.

Many possibilities exist for the designer, architect and specifier to express new ideas in fiberglass for countless types of installations such as shopping centers, malls, airports, offices, etc.

Special attention is not only paid to design innovations and implementation, but also of course, to material selection, quality and 'on-time' production.

All to ensure ultimate customer satisfaction.

Institute of Business Designers IBD and Contract Magazine Product Design Award

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A decade after installation the World Trade Center specified a replacement for its pure wool carpet—Pure Wool.

The first pure wool carpet was there for 10 years. Millions crossed the lobby at the rate of 100,000 a day—36,000,000 a year.

And each passing year validated the original decision to install wool, the natural carpet fiber. The color stayed rich. The pile snapped back. Dirt didn't get ground in. Burns were brushed away. And when stained, wool was easily cleaned.

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We've proven it with millions of free-lay yards in thousands of installations. No other carpet tile can make that statement. But then no other carpet tile is made like Interface.

For more information about the carpet tile system that works with you, not against you, write Interface Flooring Systems, P.O. Box 1503, LaGrange, Georgia, 30241 or telephone 404/882-1891.

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AIA names six winners of Distinguished Buildings Awards Program

Chicago—Six buildings designed by Chicago architects were honored in the 1981 Distinguished Buildings Awards Program by AIA's Chicago Chapter.

Awards in the contract category were presented to Holabird & Root for Hollister Inc.'s corporate headquarters and research and development facility; Murphy/Jahn for De La Garza Career Center; Office of John Vinci Inc. for its restoration of the Chicago Street Railway Company building for the Hyde Park Historical Society; and Stanley Tigerman & Assoc. for the Anti-Cruelty Society addition.

Ira J. Bach, Hedrich-Blessing Ltd., and Harry Weese were honored for service to the architectural community.

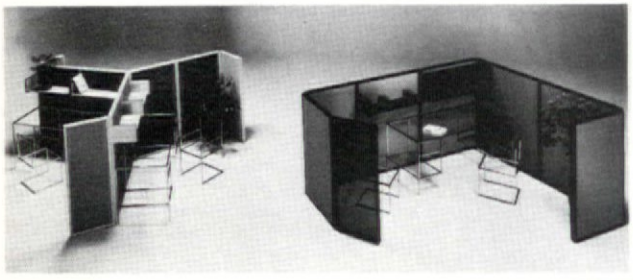


One of six winners of AIA Chicago's Distinguished Buildings Awards Program was Holabird & Root's design of a corporate headquarters, research and development facility for Hollister Inc., Libertyville, Ill.

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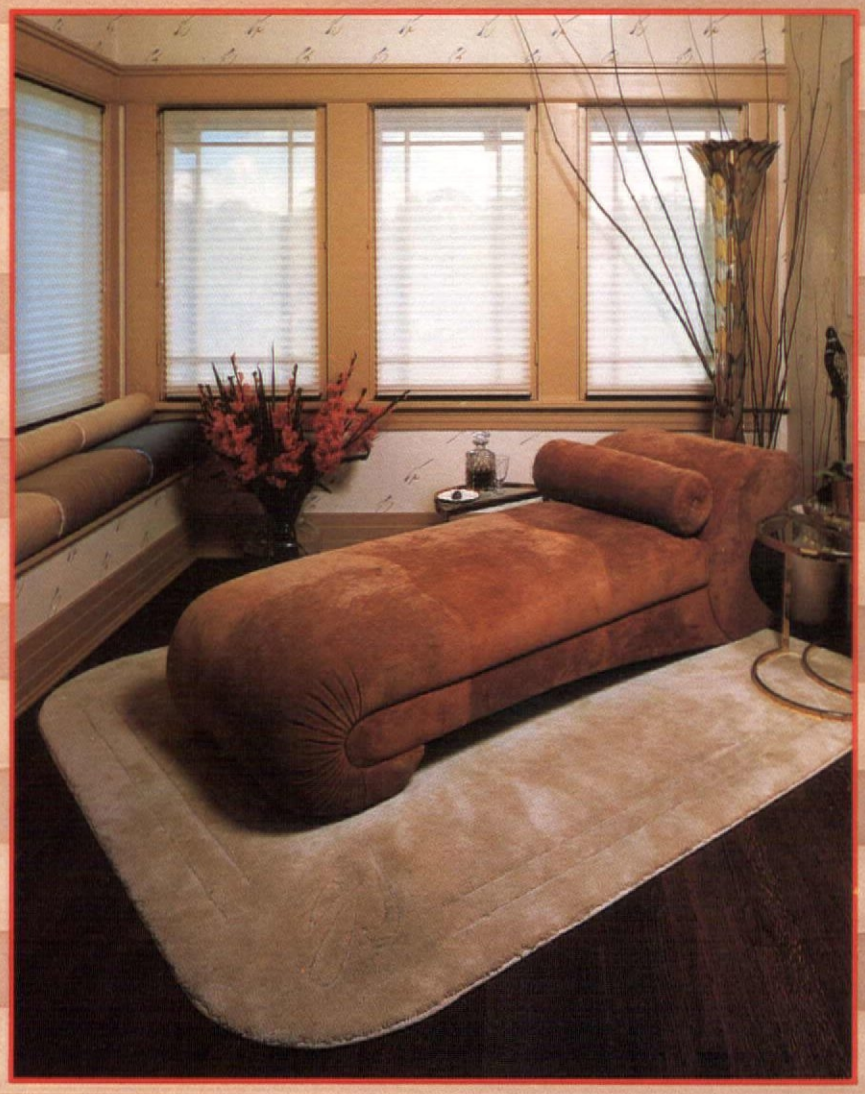
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Marie Kowalchuk joins CONTRACT ad sales

New York—Marie Kowalchuk was named advertising sales representative serving the Midwest and Texas for CONTRACT Magazine, a Gralla publication.

Kowalchuk joined Gralla in 1979 as assistant circulation manager for CONTRACT and other Gralla magazines. She was soon promoted to circulation manager, influencing the development of circulation growth.





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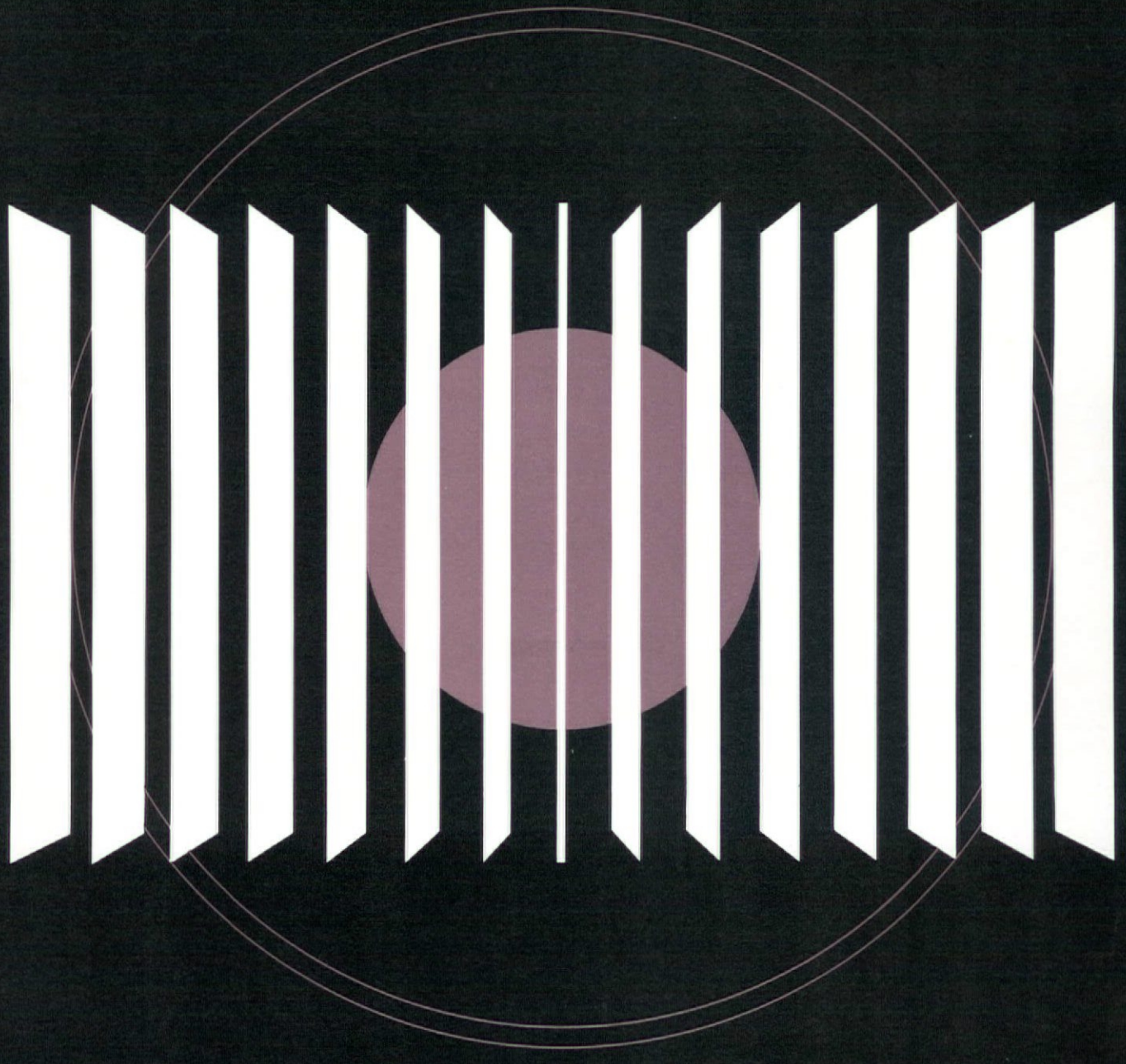
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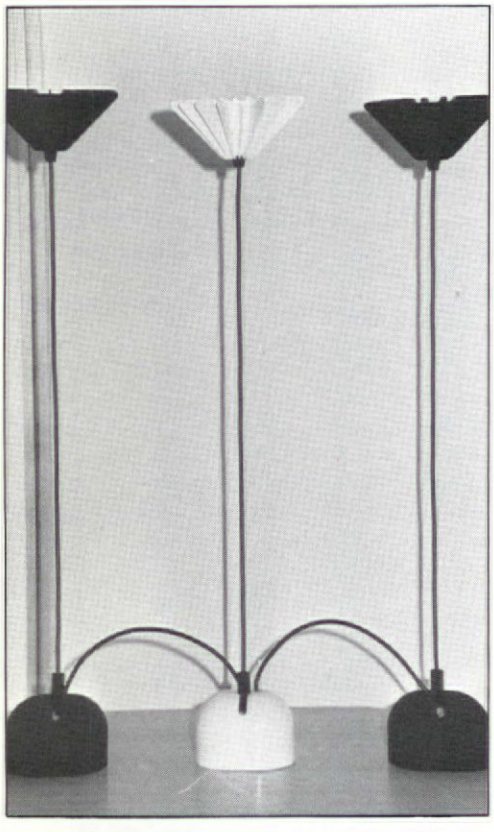
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by CAROLE SLOAN

Large-scale furnishings reduce to smaller units at 21st Milan Fair



In a major comeback and shown frequently in Milan is the torchiere for commercial installations. Most are using a form of energy saving, low voltage systems, which expand design possibilities. The pleated trio (left) is from ***Dalco*** *of Milan in a ganged version.*

Milan—Big is beautiful—and functional. That is the message that emerged in the contract furniture and commercial lighting segments of the 21st Salone de Mobile in Milan this September.

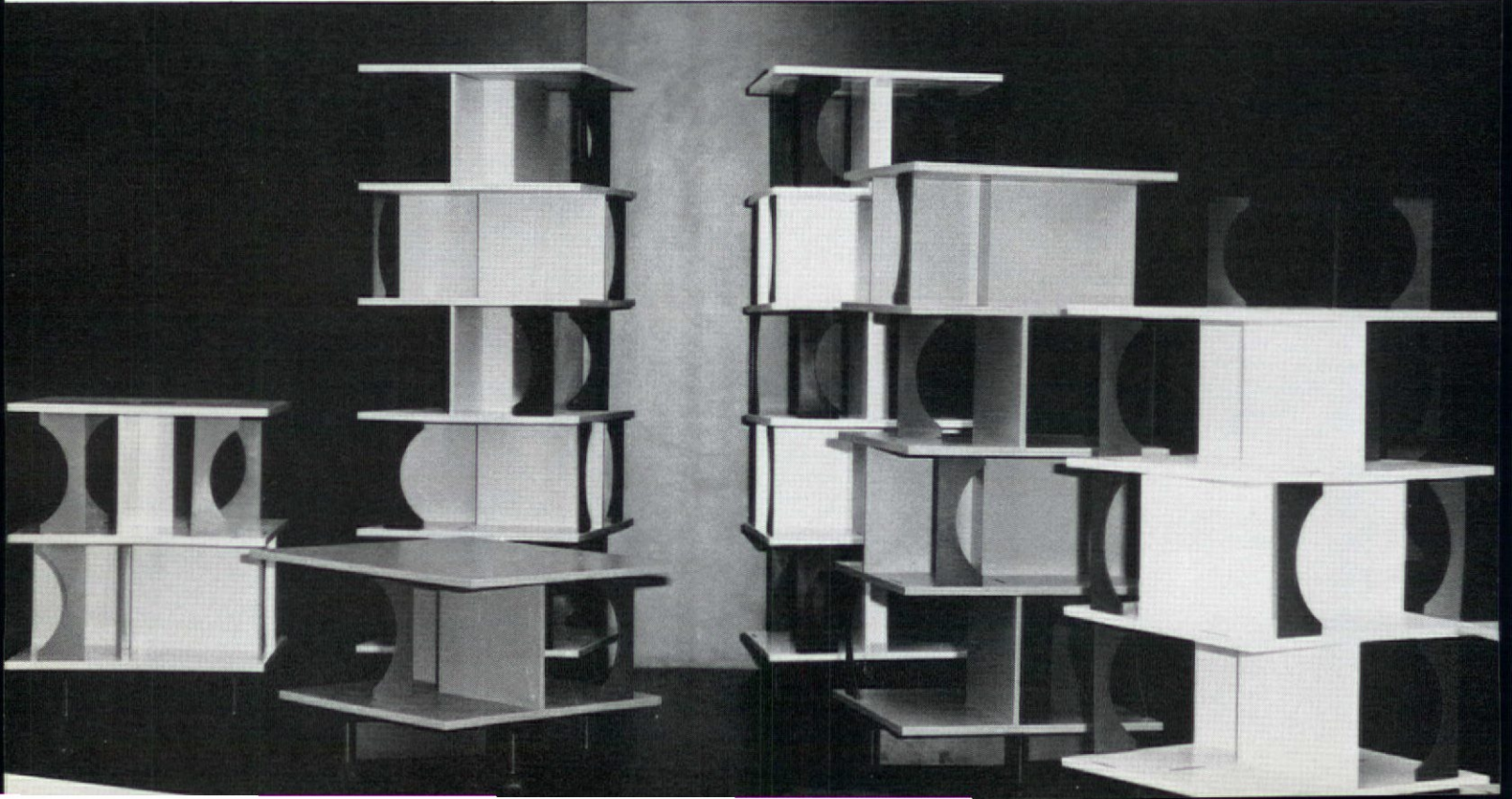
Conference tables were of immense proportions, and seating for public areas became total environments on a grand scale. But the move to bigness is tempered with an ability to contract. Almost all pieces break out into smaller sections, with conference tables becoming smaller individual tables, and seating assuming modular configurations.

An interesting point about most of the conference tables is that they are not rigged for contemporary communications systems. They do not have control panels for audio/video equipment built into table surfaces.

Leather and suede are favorite surfaces for conference tables as well as desks. Decorative treatments combining both leather and suede on a single surface, or using suede insets almost as placemats, were prevalent. Both leathers and suedes were used in colors; blues and grays most often, as well as the classic earthtones in the softer end of the color spectrum. Micro-mini prints seen in the residential area of the Milan Fair for several seasons also made their way into commercial applications for executive chairs this year.

Leather and suede were not, however, confined to the executive suite. Several firms featured either or both as work surfaces for desks, typewriter stands, and file cases. In public areas, this look prevailed as leather covered

New modular bookshelf (below) is from ***Kartell.*** *It combines wood and plastic construction in a rotating columnar arrangement. Furnished in bright colors, it is contrasted with black. Available in the United States from* ***Beylerian, Ltd.*** ***Circle No. 342.***



seating pieces, upholstered tables, and covered case pieces for storage.

Track system expedites moves

Office systems focused on the need for flexibility. Stationary units were few and far between. Instead, units interlocked, but were movable on hinge systems for instant flexibility. Movement of today's office equipment—word processors and computers—among the personnel within a section is simplified with a horizontal track system.

In terms of new scale, a high cabinet—approximately 58 inches—appeared in many spaces. It provides a new relationship of height to open space office design, which prevailed again this year.

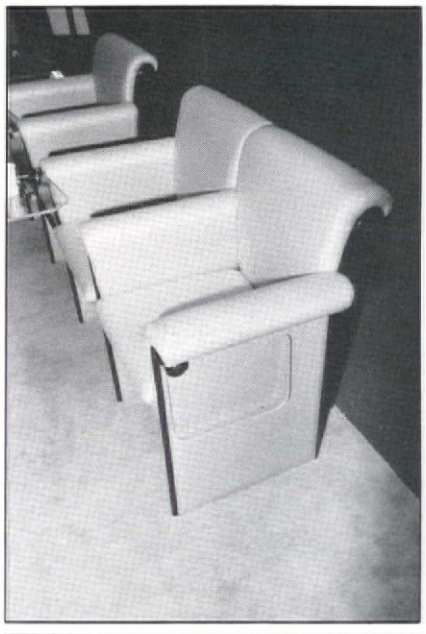
Office seating is more comfort oriented than ever before. Deep, thick cushioning for seats and backs were seen often. Proportions in chair shapes were more luxe. The typical office chair, whether for executives or not, highlighted functional comfort rather than spartan design.

Energy saving in lighting

Lighting moved away from the high tech looks of the last two Milan exhibitions. Instead, there is a major move toward energy saving lighting systems. High intensity lighting (HID) as individual accents or for specific functions were important features of the companion Euroluce presentation. As a result, there is an entirely new generation of HID lighting designs available that offer more flexibility in use. These units move down and around on a wall installation, flex on a desk, and offer design opportunities that previously have not been fully tapped.

The torchiere has returned as a favo-









*Desk, typewriter console, and file cabinet from **Mariani** of Milan (top) are covered in mitred-design leather. Available from **Pace** in U.S. **Circle No. 343.***

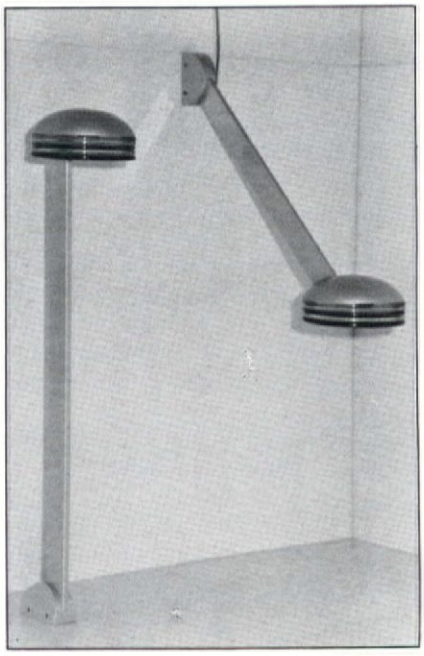
*Seating system from **Capaccioli Piero** of Quarrata (center) employs paired chairs with plexiglas trays positioned under curve of outside arm as writing table. Modular seating in leather is from **Joint** of Milan; can be configured serpentine or as shown.*

Separate pavilion for office interiors

rite design statement for both residential and commercial use. And, for both elements, low voltage, high intensity components offer major design variations. Shapes and proportions can be radically changed to give a new look as well as added function to the design.

For the first time, this year's exhibition featured a separate pavilion for manufacturers of office interiors, enabling visitors interested in this aspect of the fair to survey products in a concentrated area. Other office furniture and lighting firms continued to show throughout the exhibition complex.

A "state of the art" conference held during the exhibition saw members of the Italian design community expressing the need for greater design innovation from the Italian sector, in view of challenges from the Swedish and German design communities. □





B & B Italia *of Como highlighted a totally flexible office system (bottom left) in which tables can be set in any arrangement and moved 360 degrees.* ***Circle No. 344.*** ***Leucos*** *of Venice introduced lighting (top right) that adjusts to any position in a vertical swing of 180 degrees. Floor lamp is adjustable in a vertical arc. Combining marble for the base with a grid metal system for public area seating, (center)* ***Techno*** *of Milan offered this unique combination of materials for the first time. The system is flexible in terms of number of units used and positioning. Suede and leather chair (bottom right) from* ***Grupa Industriale Busnelli,*** *Milan, is distinguished by keyhole design on outside arm and leg.*













Top: Pearl Ridge Center, Honolulu, HI
Middle left: Tower National Bank, Lima, OH
Middle right: Foothill Junior College, Los Altos, CA
Bottom: Penn Mutual Life Insurance Building, Philadelphia, PA

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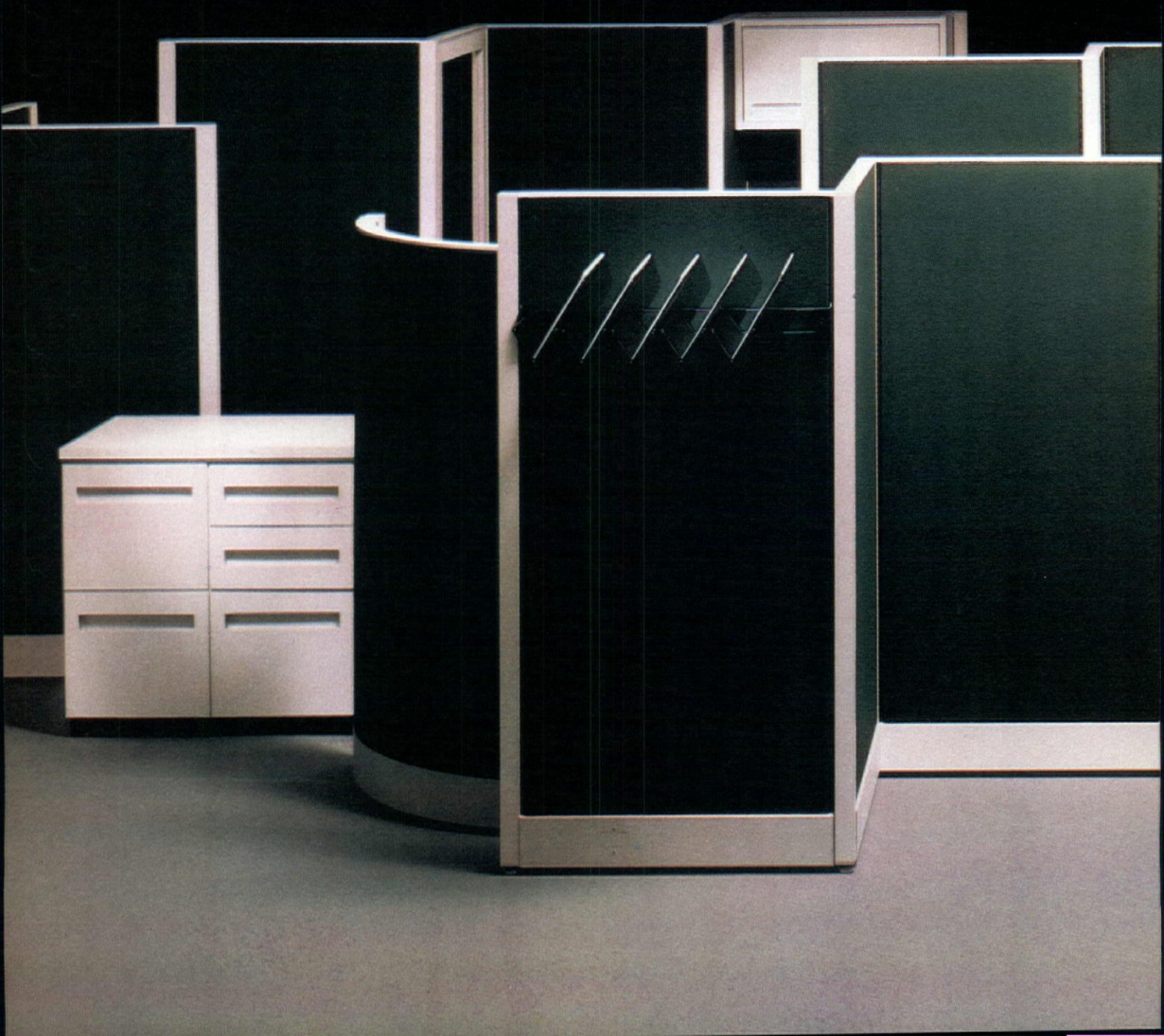
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Circle No. 313.

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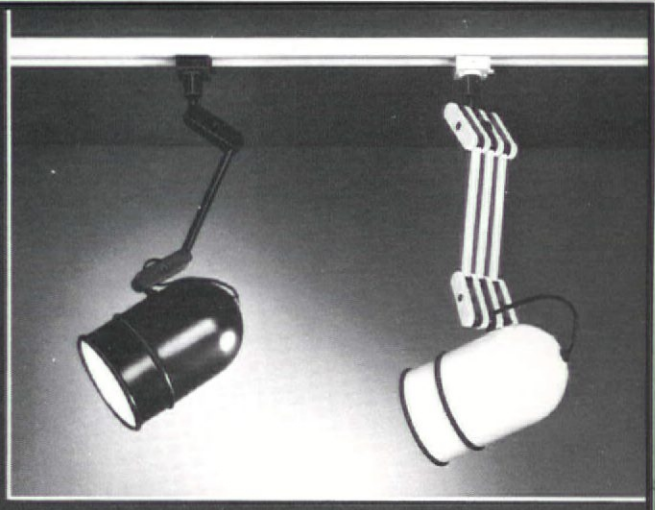
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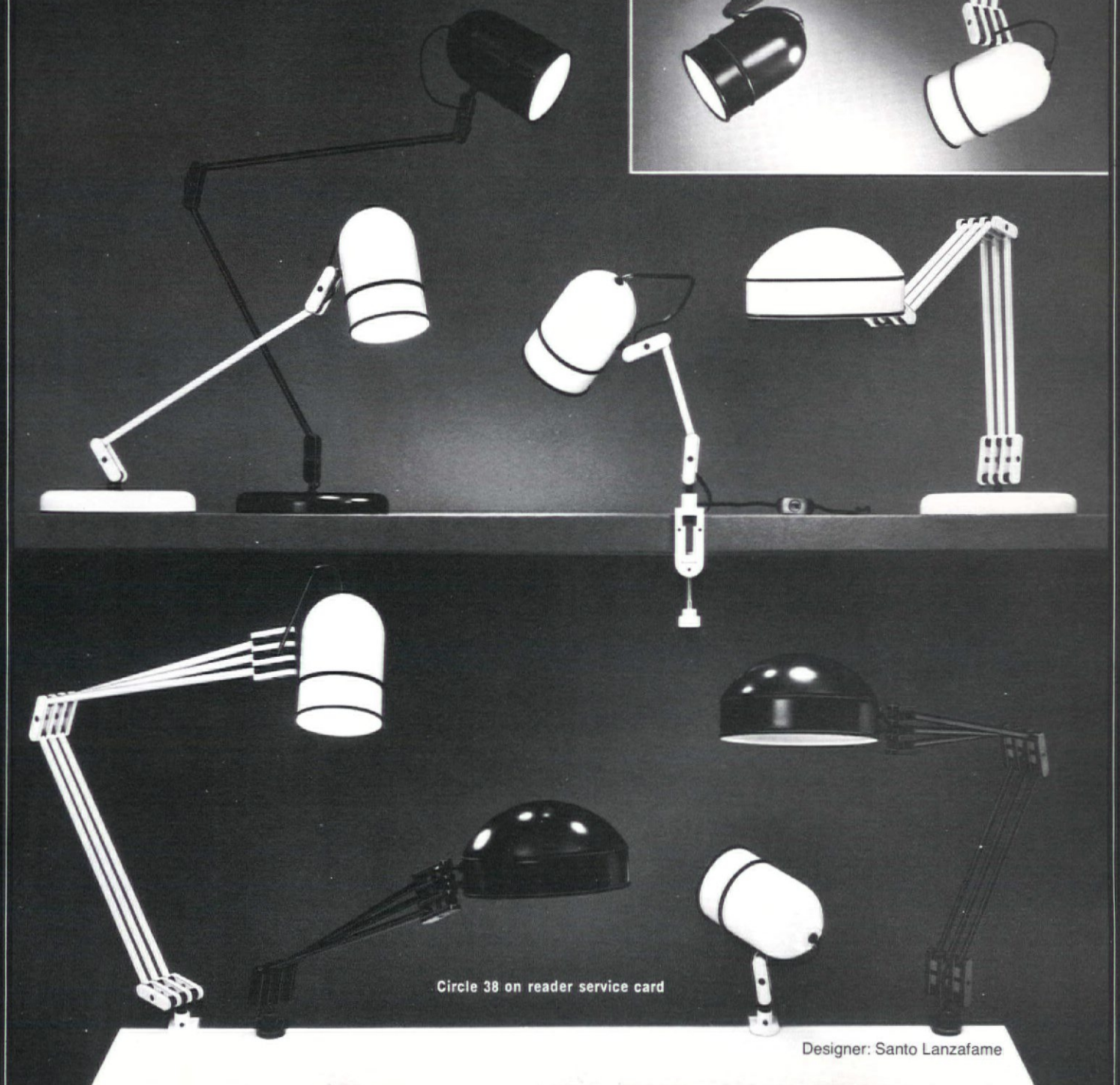
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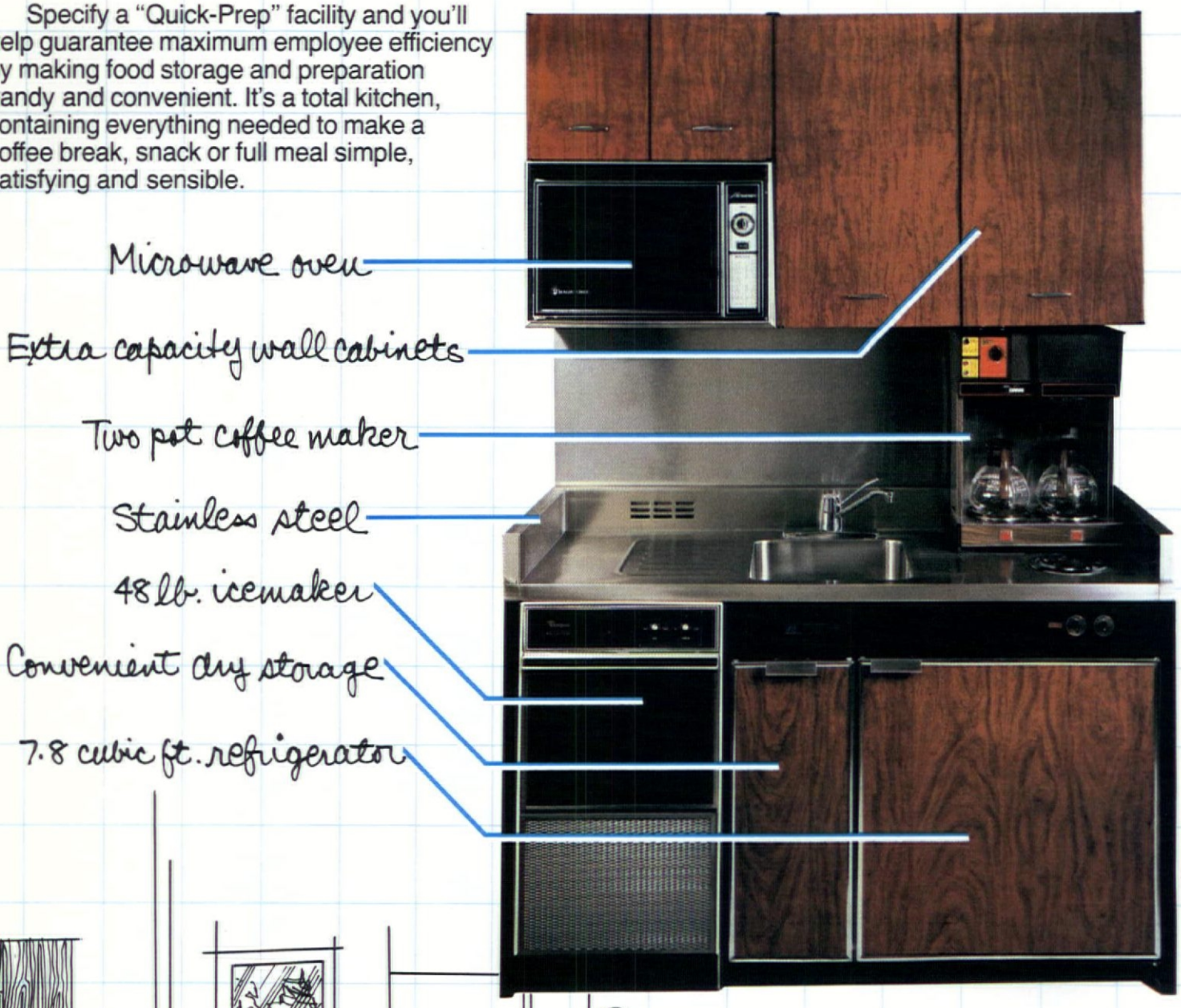


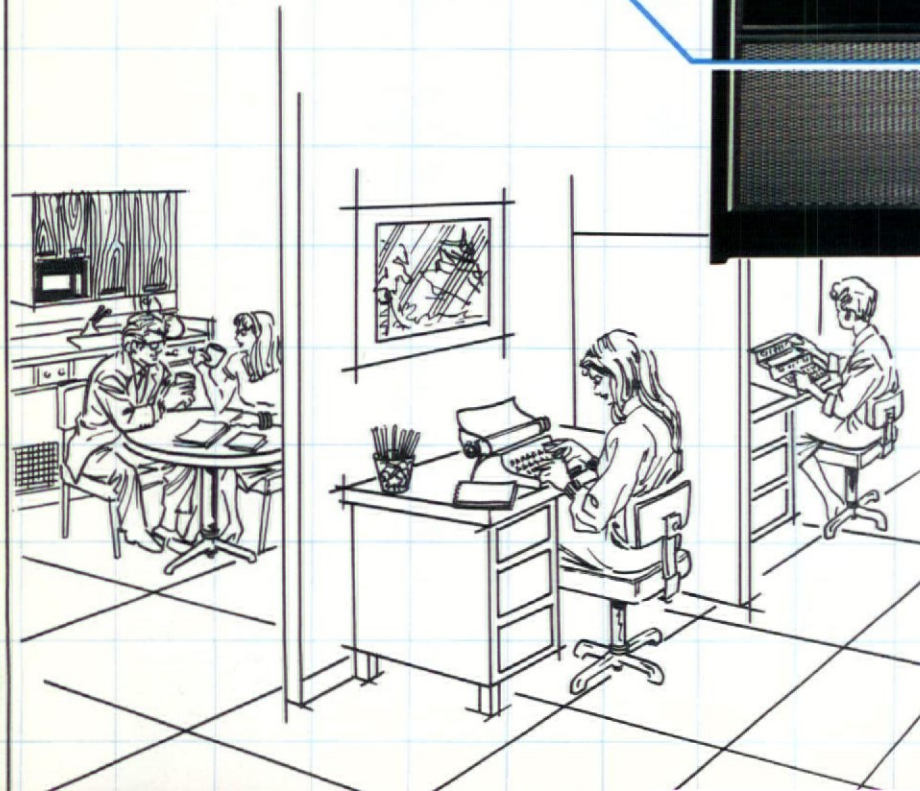
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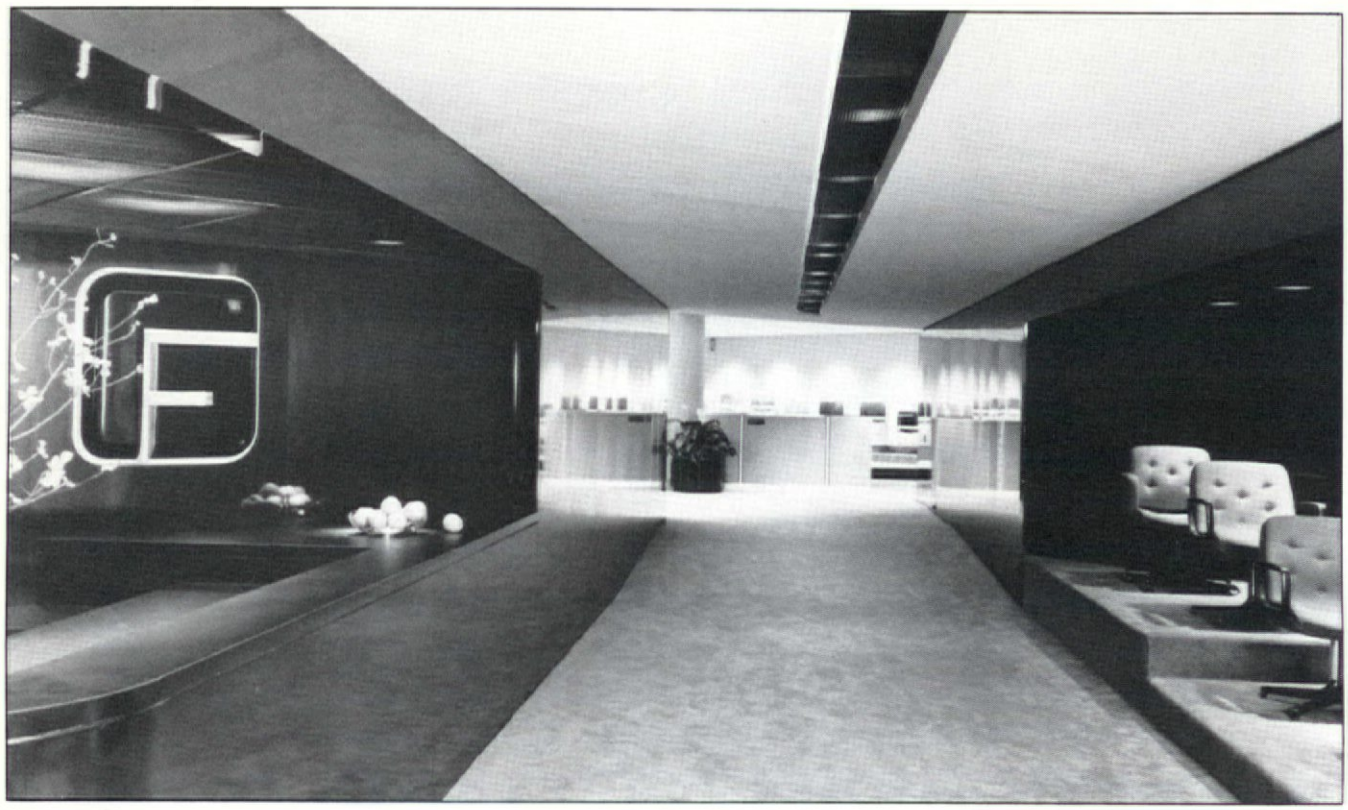
SHOWROOMS: Los Angeles CA/Stuart-Scott • Denver CO/Blake House • Miami FL/Hugh Cochran Assoc. • Atlanta GA/Hugh Cochran Assoc. • New Orleans LA/Delk-Westbrook • Detroit MI/E. J. Enterprises, Ltd. • Dallas TX/Kisabeth • Houston TX/Kisabeth • Seattle WA/Glacier Fabric Corp. Chicago, IL/HUJU

Trade areas open for representation

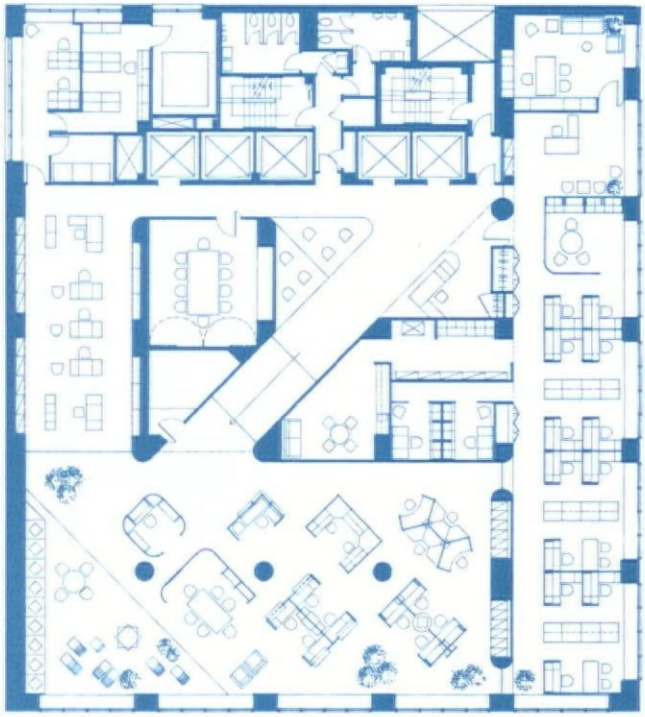
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Tightly staged areas dramatize GF showroom

GF Business Equipment's New York showroom also functions as the home of the New York sales staff. Incorporating furniture, fabric, and systems display along with functional office space under one roof was designer Carol Groh's (GN Associates) primary challenge.

A subdued, yet dramatic, entrance opens up to a spacious interior. Intimacy is provided by exterior windows, low ceilings, and ambient lighting. Focus is on GF furniture collections set in tightly staged areas. Raised pedestals call attention to seating displays.

Open plan systems are accented by blacks, burgundys, oranges and yellows, within a neutral package of gray, charcoal and oatmeal. Within offices, vibrant reds and task lighting provide contrast to showroom space and create a comfortable working environment.





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In some places, carpet has to be really special. That's what carpets made of Marquesa® Lana olefin yarns are all about.

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Fortunately, Marquesa Lana came along at just the right time. These remarkable fourth-generation yarns are bulked and texturized for the look and feel of a luxury spun yarn – but they're tough and durable. They're moisture-resistant and undaunted even by harsh chemicals, with the color locked into the yarn itself. And they have the lowest static generation of any carpet yarn on the market – no anti-static treatment required.

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Shown here: Hospital in central Florida. Carpet shown made of Marquesa Lana olefin yarns.

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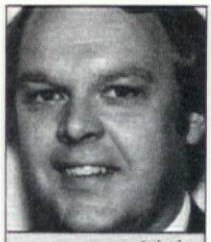
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PEOPLE/NEWS



Schultz



Ferrand

Frank Schultz (shown) was named field sales manager for Biscayne Decorative Products.

Richard A. Ferrand (shown) was named vice president, marketing for Ridgeway Clocks, a division of Gravely Furniture.

James V. Anderson joined Pleion Corporation as director of marketing and sales.

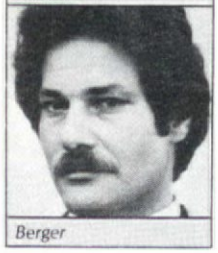
Maurice C. Sardi was named general manager of Westinghouse's architectural systems division. Sardi will be responsible for both domestic and international operations.

Smith, Hinchman & Grylls, Detroit-based architectural, engineering, and planning firm, expanded its offices by leasing the 15th floor of the Detroit Bank & Trust building at 211 West Fort Street.

Fabrica International appointed **Eric Adams** Canadian national sales manager and **Karen Kaufmann** fabrica commercial specialist for Orange County, Calif. **Julie Tonning** becomes sales representative for Oregon and Washington and **Bob Glass,** of **R.S.G.,** is agent to the design communities of Washington and Oregon.



Seiffert



Berger

Shepherd Products U.S. Inc. appointed **George J. Seiffert, Jr.** (shown) vice president, industrial sales and marketing.

I S D Incorporated announced the opening of Denver offices and the appointment of **Paul B. Berger,** AIA, (shown) to vice president and officer in charge.

David M. Maday, IBD, was named vice president and head of Fischer Design Group, a new division of Fischer Office Interiors, San Diego.

Juno Lighting's California offices are now located at 2300 Central, Compton.

Collins & Aikman announced the formation of a decorative fabrics division. This division will incorporate Cavel, Mastercraft and Home Fabrics.

Laminating Services named **Richard L. Mazzoli** manager of the Pliant Wood division, and **Dan M. Carter** firm controller.

William H. Williams, Jr. was named sales manager, hospitality division of Sico Incorporated, Minneapolis-based manufacturer of space-saving tables and seating.

Warren G. Miller was named director of corporate staff services at Chromcraft Corporation. **John D. Tate** was named general manager of the Monarch Contract division, succeeding Miller in that post.

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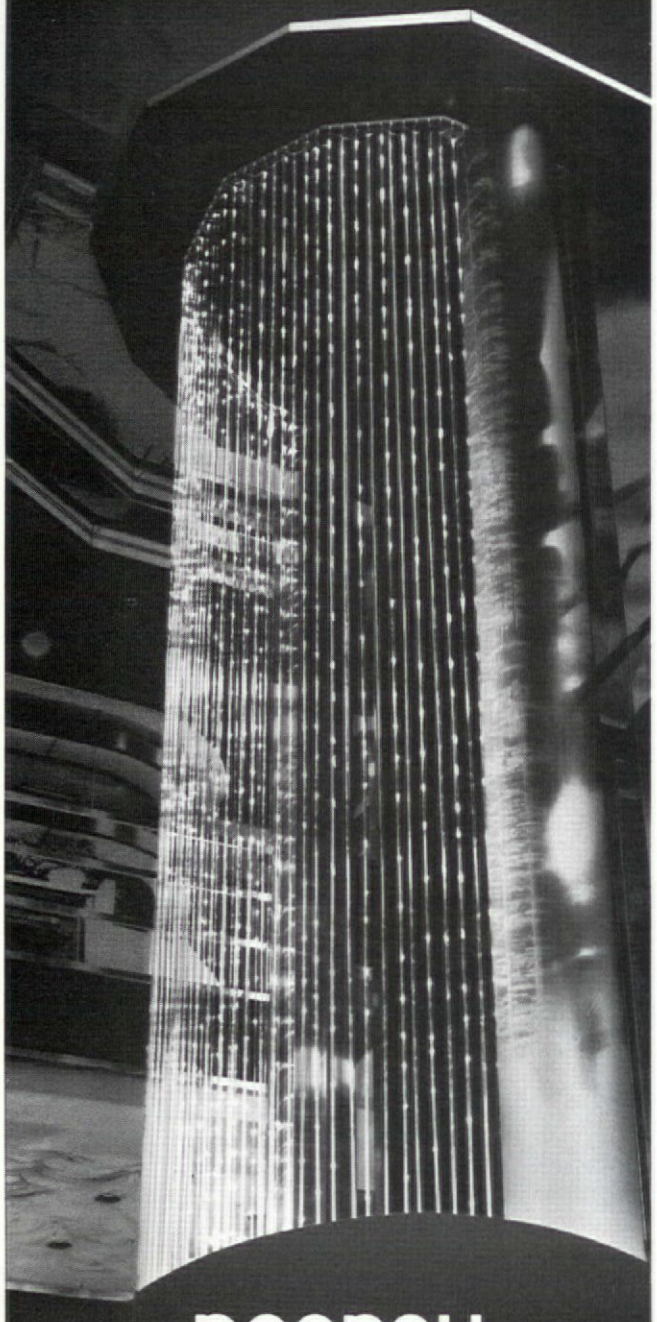
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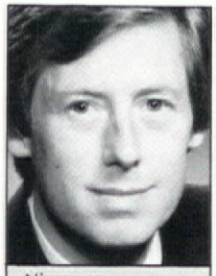


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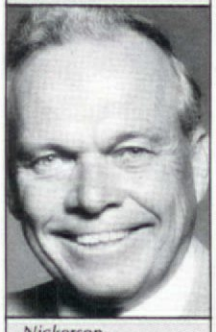
PEOPLE/NEWS



Nimmons

Stuart Nimmons (shown) joined Pierce Goodwin Alexander as associate and project manager of the Interior Architecture division.

Stratton Industries appointed **Earl J. Nickerson** (shown) to the post of Pacific Southwest regional manager.



Nickerson

Jan Salvesen (shown) joined the management team of Richard Plumer Design, Miami.

Mark Rosenfeld joined Porter Carpet Mills in the position of Eastern Pennsylvania sales representative.

Joan Erlich, IBD, ASID, joined Office Design Associates, Shepard Martin Inc. as vice president of marketing and new business development.



Salvesen

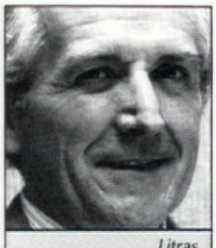
Thomas Slager was appointed president of IKD Corporation, and succeeds **Robert C. Foster** who resigned. Foster continues to serve on the firm's board of directors.

Jane Piper Reid and **Denny Andrews & Associates** each opened showrooms in Lenora Square, Seattle.

Frank A. Hammerstron joined Hague-Richards Associates as an associate. He will serve in the company's project and design department in his new capacity.

Goodoff Eng and **Richard Hammond** were appointed associates by Arnold Syrop Associates.

Construction of a 500,000-sq.-ft. **Computer Mart** in Dallas was recently announced by Trammell Crow. Located on the Dallas Market Center site, the new building will feature state-of-the-art showrooms and offices, as well as seminar rooms, board rooms, and educational facilities.



Litras

Design Group 2, Wisconsin, named **Konstantin Litras** (shown) director of its newly-formed arts and creative design division.

Edward Smith (shown) was appointed southern regional sales manager for Pantasote's wallcoverings division.



Smith

Steelcase named **Alwyn Rougier-Chapman** as vice president, corporate planning.

3M, maker of Scotchgard fabric protector, introduced a new version of its soil/stain resistant fabric treatment. The product is directed toward the upholstery market.



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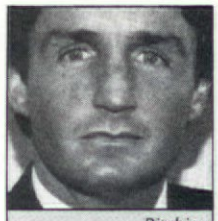
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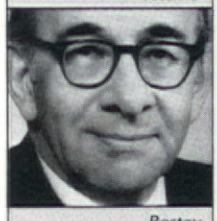
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PEOPLE/NEWS



Ritchie



Rostov

James Ritchie (shown) was named national accounts sales manager for the Lighting Products division of McGraw-Edison Company.

Charles I. Rostov (shown), president, Trans-Ocean Import Co., was elected chairman of the Importers Steering Committee of the National Council for U.S.-China Trade. He also continues as Council director.

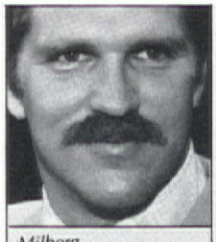
Peter Pepper Products appointed **Pearl Boehm** national sales manager. Boehm has been an officer and director of the firm for 25 years.

Mark Heatley was named project director for Environmental Planning & Research Inc., San Francisco.

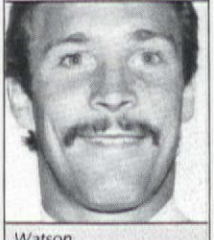
Mohawk International appointed **Ernest A. Humphrey** northwest contract sales manager.

Donald W. Kuhn was promoted to senior vice president, marketing, for WestPoint Pepperell's carpet and rug division. Kuhn retains his previous position as head of Walter Carpets and assumes responsibility for other product lines.

Patricia Nasrallah is Badische Corporation's new contract carpet consultant for the West Coast. She replaces **Dianne Jemmott** who resigned from the company.



Milberg



Watson



Murphy

Designpoint, San Diego, is a recently created interior design firm, headed by **Bob Milberg.** Milberg (shown) is formerly of Deems/Lewis and Partners.

Metropolitan Ceramics appointed **Scott R. Watson** (shown) district sales manager for southern Ohio, Indiana, West Virginia and Kentucky.

Interspace/Philadelphia appointed three new associates: **Michael W. Hoye, Julius A. Lloyd,** and **Maureen A. Sweeney. Mary E. Murphy** (shown) was named vice president, business development.

Byron R. Smith, ASID, appointed **Louise Nicholson** vice president of the Houston-based design firm.

Rosemary Espanol was appointed director of marketing for Business Interiors. The Philadelphia and Cherry Hill, N.J.-based firm plans to open Houston offices in early 1982.

Judges for the recent Woodcraftsmens' Competition at the Excellence in Woodworking Chicago exhibition included **Laurence Booth,** FAIA, Booth Hanson & Associates; **Dennis Christiansen,** designer, Dunbar Furniture Co.; and **Janet Schirn,** ASID, Janet Schirn Interiors.



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Three exciting lines in nearly every pattern and color give you unlimited design flexibility.

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75 years of floor covering experience reinforces our contract flooring business. Today, Ben Elfman and Son, Inc.'s private label contract line, Omni Commercial Carpets, has been specified and installed in some of the most prestigious buildings in the country. Carrying 65 commercial carpet qualities; including modules, cushions, wood flooring, contract sheet vinyl and VA tile; we have everything to meet your flooring needs, as well as our newest contract introduction, Omni Commercial wall coverings!

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COMING EVENTS

1982

January 3-8. Furniture, Lighting, and Accessories Market. New York Merchandise Mart, New York.
January 8-13. Largest International Floor Covering Exhibition (LIFE). Merchandise Mart, Chicago.
January 16-21. Winter Home Furnishings Market. Showplace Square, San Francisco.
January 22-24. International Interdisciplinary Conference on Barrier-Free Design. United Nations HQ, New York.
February 14-17. National Office Products Association (NOPA) Contract Furniture Forum Convention. Hyatt Delmonte, Monterey, Calif.
February 18-20. National Office Products Association (NOPA) Western Convention and Exhibition. Los Angeles Convention Center, Los Angeles.
February 26-March 1. American Association of School Administrators (AASA) Convention. Superdome, New Orleans.
March 11-13. CONDES '82, Dallas Contract/Design Show. Dallas Market Center, Dallas.
March 19-21. West Week '82. Gateway to the Pacific. Pacific Design Center, Los Angeles.
April 1-4. Design Focus '82 Miami. Coconut Grove Exhibition Center, Miami.
April 4-7. Kitchen/Bath Industry Show. Georgia World Congress Center, Atlanta.
April 18-20. Kitchen/Bath Industry Show Dallas Convention Center, Dallas.
June 15-18. NEOCON, National Exposition of Contract Interior Furnishings. Merchandise Mart, Chicago.
August 9-11. 1982 Window Energy Show. Las Vegas Convention Center, Las Vegas.
August 18-22. World Woodworking Expo '82. Georgia World Congress Center, Atlanta.
September 11-14. International Woodworking Machinery and Furniture Supply Fair—U.S.A. Kentucky Fair & Exposition Center, Louisville.

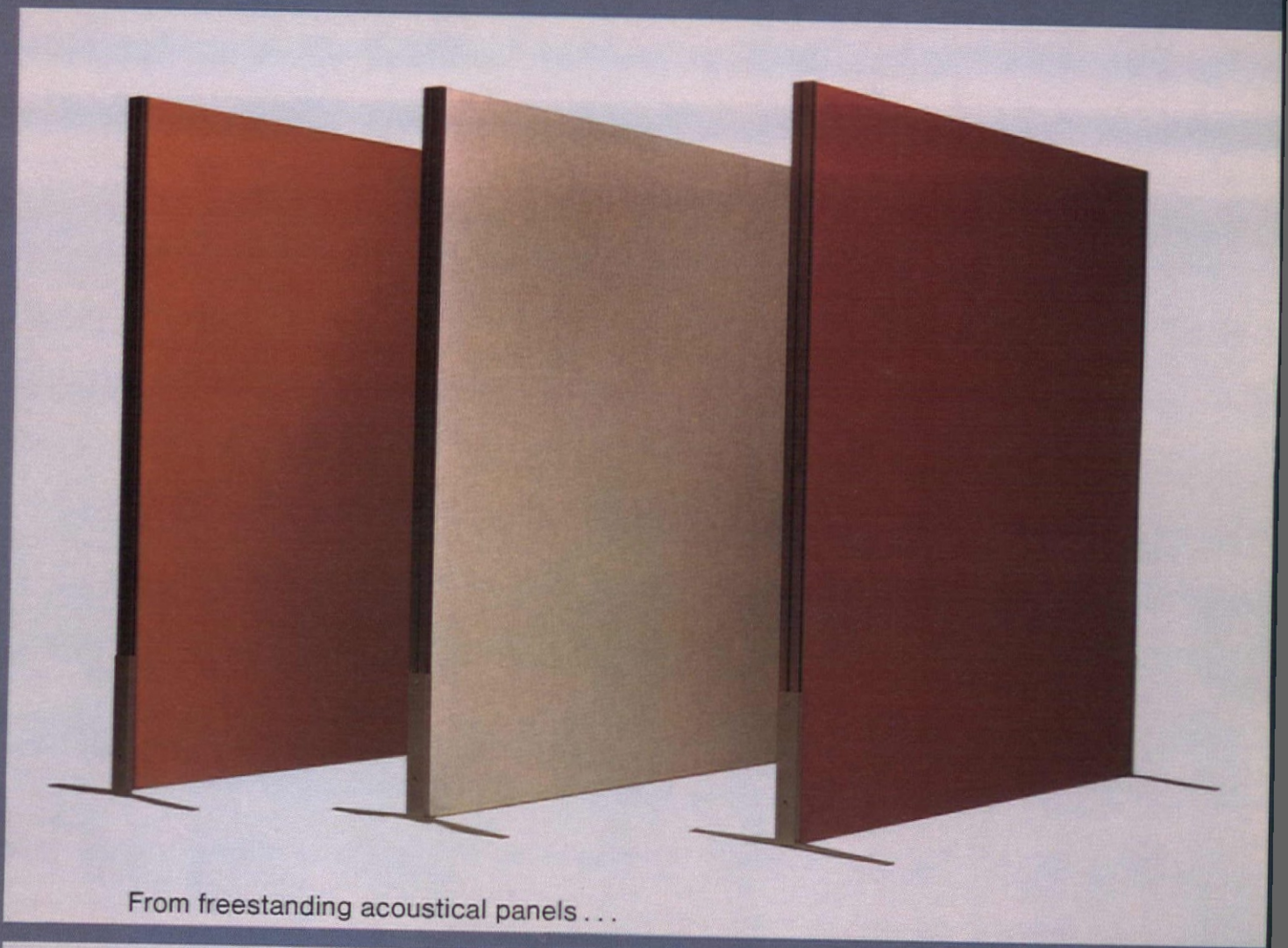
Foreign Trade Shows 1982

January 19-24. International Furniture Fair. Exhibition Centre, Cologne, Germany.
February 28-March 4. Light Show. Olympia, London.
March 22-25. Second Middle East Business Equipment Show. Exhibition Centre, Bahrain.
May 4-7. Context, London Home and Contract Textile Show. Earls Court Exhibition Centre, London.
May 16-19. Design International '82. Exhibition Centre, Al Khobar, Saudi Arabia.
May 16-19. 1982 London Furniture Show. Earls Court Exhibition Centre, London.
May 16-20. Interior Design International. Olympia, London.
October 16-24. Interieur '82. Kortrijk, Belgium.
October 26-31. Orgatechnik. U.S. Pavilion, Cologne, Germany.
November 14-18. DACTEX, International Domestic and Contract Textiles Exhibition. National Exhibition Centre, London.

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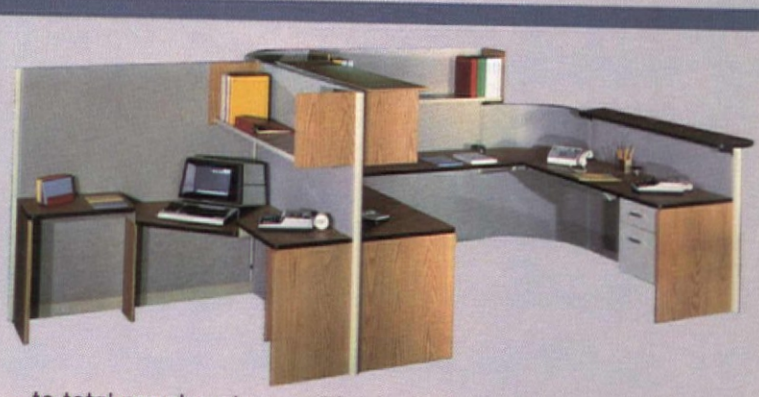
Back to Basics



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EXECUTIVE BUYER EDITION

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CREATIVE STORE DESIGN IS IMPORTANT SALES SPUR

When the economy dips and the voice of the economic alarmist is heard in the media, creative store design becomes especially important. Perhaps more than any other merchandising professional, store designers have a direct bearing on sales success. For, a store's productivity is measured in terms of sales pure and simple, and sales are related to image.

While product mix, depth of selection, and quality are vital ingredients of the selling process, design of the selling environment can provide or deny a psychological impetus that is at the very heart of merchandising. Fixturing, merchandise display, background color, and lighting that totally enhance merchandise, as well as carefully planned traffic movement, all contribute to store efficiency. And, all are within the purview of the store designer and planner.

This issue is devoted to the art and science of selling environments—from retail malls to manufacturer showrooms. Included are artifacts that enhance those spaces, signage, flooring, and site furniture, in addition to furniture and fixtures that help motivate consumers to do what helps the economy best—spend money and consume goods and services.

Store and showroom designs illustrated in this issue are geared to do just that. Hopefully, they may trigger more ideas that will profit both the reader and store operator.—**The Editors**

Store design takes an interesting turn at Tiberius menswear shop located at the Boardwalk Regency Hotel and Casino, Atlantic City. Daroff Design Inc. followed the architect's undulating exterior plan in its interpretation of functional and esthetically pleasing display/work space. Merchandise is sectioned-off in alcoves created by the architecture. Lighting and subtle height differences among surfaces further highlight structural flow.

FAST-TRACK DESIGN, STORE OCCUPANCY DATE: NOT A PROMISE–A GUARANTEE!

Neither wild excuses from suppliers, nor the client's absence will stop Environmental Associates from completing fast-track jobs on time

by **BARBARA PETERS SMITH,** Western Editor

If trucks that break down in Zanesville, Ohio, strikes, and the usual plant fires prevent regular jobs from being completed on time, why should it be any different for a fast-track job? An answer appears to have been found at Environmental Associates Inc. (EAI), Los Angeles, where clients are *guaranteed* an occupancy date.

Specializing in fast-track store design and installation, as well as offices and other contract commissions, EAI relies on a number of techniques. First and foremost is a single-contract responsibility in which the company itself handles space planning, design, and construction, working with regular outside consultants when necessary. Also vital to success is a strict understanding by the client of his or her role in the fast-track process.

Marriage of specialties

To maintain its perfect record of wish fulfillment, EAI relies on a stable of reliable suppliers and a marriage between the construction experience of Jim McCoy and the design and manufacturing background of Robyn Brant, principals.

The partners illustrate their perfected fast-track technique in the recent installation of an 8,000-sq.-ft. penthouse showroom in downtown Los Angeles for jewelry wholesalers Simpson & Chavira. A mere seven weeks elapsed between the first client meeting and the showroom opening. Additional challenges were created by the project's rigid security demands and special display requirements for the client's highly precious merchandise.

"As soon as the contract is signed, we develop a bubble chart for the client, telling him when he must approve the space plan, construction drawings, seating, fabric, colors and so forth," McCoy explains. "He knows exactly how much time he has to make decisions."

McCoy and Brant protect themselves and ensure client satisfaction by carefully documenting all such decisions, and remaining in constant touch throughout the project.

"We keep recorded job minutes of every meeting with the client, and they are typed and messengered or mailed to him," McCoy says. "The client has 24 hours to review the minutes. If there are any discrepancies he must contact us, or they become part and parcel of our contract.

Be candid with client

"In order for us to guarantee an occupancy date, it is necessary for us to have control over *all* items going into the building except telephones," he adds. "There can be changes made along the way, which create a lot of tension. Psychology plays a big part. We have to be candid with the client from the beginning."

Brant adds, "we try to ask all the right questions in advance and we've become practiced at identifying quickly what people's needs are. The budget is defined first. If there is the slightest danger of going over budget, we notify the client immediately and work with him on it."

Planning and installation overlap on EAI's fast-track projects, so that furnishings are ordered and construction is ready to begin as soon as space plans are approved. As colors and materials are determined, Brant telephones suppliers to relay specifics on pieces already ordered.

Suppliers understand commitment

"Robyn has a background in manufacturing, so she knows procedures," McCoy says. "If we don't give suppliers exact specs, at least we can have the materials on order. We work with the same firms all the time, so they know that if we place an order, we've made the commitment."

Another allowance for flexibility lies in the autonomy of EAI's independent design division, New Era Interiors. A designer and space planner from this division are brought into the project at the outset. They can either remain on the job or turn implementation over to Brant, as scheduling dictates. Acting as project coordinator, Brant can make design changes quickly, without involving the original team.

"We decided to form a separate design division. In working with the design

Penthouse showroom of 8,000 sq. ft. for jewelry wholesalers Simpson & Chavira was completed in seven weeks. Challenges were created by project's demands for security and special displays of precious merchandise.



FAST-TRACK STORE DESIGN

Strive for central control, communication

team, we try to maintain that integrity," Brant says. "The design arm develops original specifications and prompts manufacturers to get the material on time. If a substitution is necessary, I can either go back to the designer or re-select at that point, if the designer is already into another project."

Quick-ship lists important

EAI maintains supplier files that keep track of quick-ship programs and note what fixtures can be substituted for others in a given category. On the Simpson & Chavira showroom project, Brant narrowed down sources to a list of people she knew could perform in three to four weeks.

McCoy and Brant faced an empty shell with rough electrical and plumbing. Allocated were 3,000 sq. ft. to house executive and support areas and another 5,000 sq. ft. devoted to product display and marketing. Special equipment, such as diamond-cutting machines, had to be accommodated in two workshops.

"The client left the essential design character to us," McCoy recalls. "The principals wanted a design envelope for their marketing technique. One of the things we always do is supply clients with visuals that try to relate what the space will look like, not only in terms of color and texture, but also dimensions."

This showroom's display area is intended to convey the image of precious gems with extensive use of reflective stainless steel and a reception desk in the shape of a half-diamond. Colors are muted to avoid imparting a look of discoloration to the stones. Large concrete planters contrast with the predominant chrome and create a bridge to the suite's high ceilings, where concrete surrounds the skylights.

"If ceilings are too high, customers tend to feel uncomfortable and intimi-



dated," Brant notes. "That's another reason why the ficus trees are so tall."

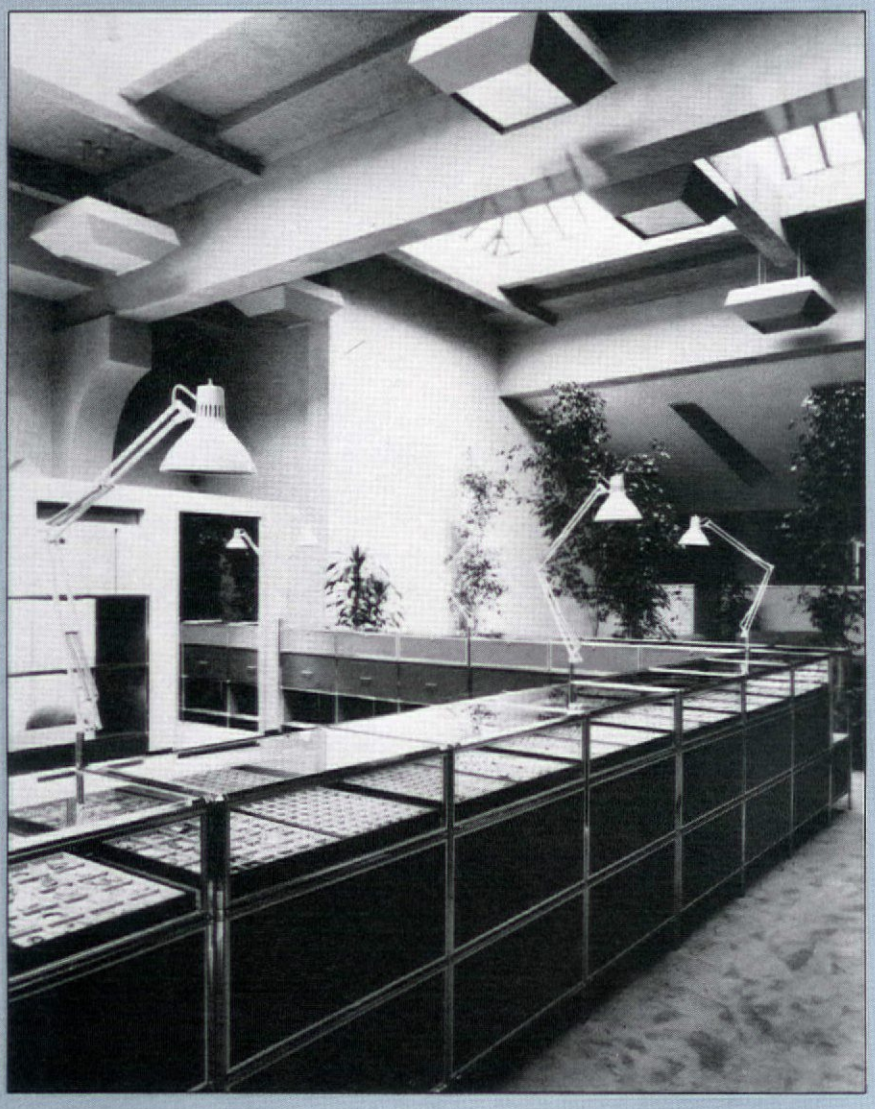
Despite an electrician's strike, the showroom project was completed on time, with furniture installed a week in advance.

As with other jobs, the assignment demonstrated EAI's marketing efforts to leasing firms — these efforts assure tenants of a quick move-in.

"We pursue that market," McCoy acknowledges. "Often when a company is considering a move, we work with the real estate agents before a lease is signed to determine whether the deadline is feasible. Occasionally, we've had to advise the client that we could not do the type of design we would want in the allotted time."

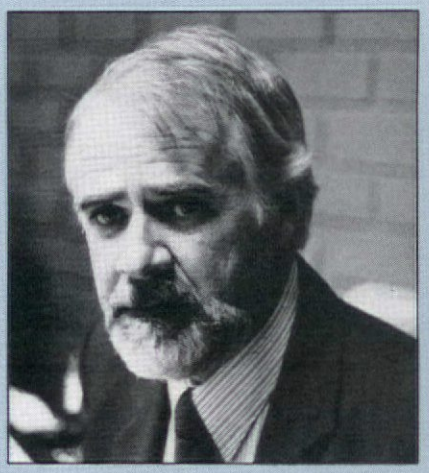
"When we realize that the job is going to be a tough one," Brant adds, "we tell them we can get them into the space and functioning. But we might have to add wallcovering later or provide only temporary seating. On this type of project, we keep the client informed of all good and bad news."

"Prior to giving our guarantee we confirm with suppliers that the job can in fact be done," McCoy concludes. "We hang our hat on their guarantees of performance.□





Working only with those companies she knows can complete projects in a tight time frame, Robyn Brant, co-partner, Environmental Associates Inc. (EAI), sets the tempo for fast-track store construction.



Recorded job minutes from client meetings, bubble charts for approvals, and other aids are the scheduling tools employed by EAI through all stages of planning in the Simpson & Chavira jewelry showroom (left). Partner Jim McCoy's construction experience has taught him to carefully document each step of the procedure in working with clients. Another view of showroom (opp.) shows ceiling height and effect of skylights.

SOURCES

Lounge area seating—Add Interior Systems. **Reception desk/sales area**—Haller Systems. **Display counters**—SD Systems. **Concrete planters**—Ambient. **Plants**—Living Interiors.


U.S. Postage
STAMPS

INTERNATIONAL MARKET IS EXPANDING TROPICAL BAZAAR

Waikiki shopping center of 108,000 sq. ft. offers exotic blend of natural setting and open-air commerce

Tree groves and foliage make it look like a farmer's market, but the International Market Place is more than a tropical bazaar. Seven million people visit it annually.

In the shade of spreading banyan trees, this 108,000-sq.-ft. shopping center in Waikiki, Hawaii, offers an exotic mix of open-air Polynesian-style shops, restaurants, and nightclubs. Local merchants sell their wares in a setting kept current by architects Wimberly, Whisenand, Allison, Tong & Goo, of Honolulu.

As a continuing project for the firm, the Market Place has progressed through several stages of renewal and expansion. Most recently, the Banyan Bazaar extension doubled selling space in one area of the mart to 12,000 sq. ft. by replacing obsolete one-story shops with two-story structures.

Blend of old and new

Visual quality was upgraded and rental area increased in the pedestrian-oriented central core of the sprawling complex. In addition, older, surrounding two-story shops were linked with the new bazaar to increase traffic flow among all second-floor retail spaces. These improvements were made while still preserving major trees on the site, creating an environment that encourages customer browsing in a medley of shops and open space.

The architects strove to build an informal environment that evokes a playful, exploratory mood for patrons of shop clusters on two levels. Architectural forms ramble around and through existing trees, some of which display merchandise on their branches.

In the development of the market, structure conformed to tree. All of the existing foliage has been preserved as part of the bazaar's natural drama.

A network of footpaths meander among ground floor open-air shops which overflow with local wares. Small retail kiosks are positioned along the paths as links between old and new bazaars. Many units operate with artists and craftsmen who produce on-site.

Upward movement toward tree-house



Photos by Augie Salbosa Photography

Architectural forms ramble through existing trees (left) which were presented in the bazaar expansion. Wide stairs with landing invite movement up to tree-house shops. Upper levels are linked to older parts of the surrounding market by an arched timber bridge, short linking bridges, and stairs.

Storefronts (right) have operable glass sliding doors, wood louvers, and overhead roll-down grilles. All benefit from natural ventilation and daylight. Open-air feeling creates tempting merchandise appeal and enhances buyer participation. Products sold originate in Pacific Rim area.

INTERNATIONAL MARKET PLACE

Decks, balconies link new shops to old

style boutiques is spurred by wide stairs that offer several landings. In addition, a slow-moving glass elevator rises within a wooden pole tower.

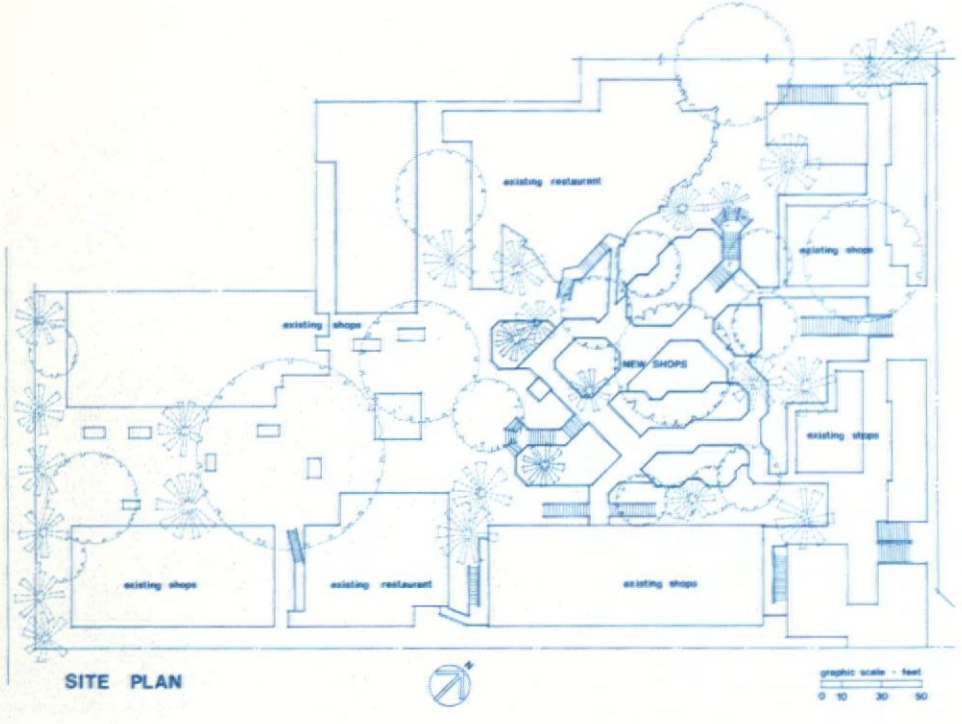
Banyan Bazaar's upper level features decks and balconies and is linked to older shops by an arched timber bridge, short linking bridges, and stairs.

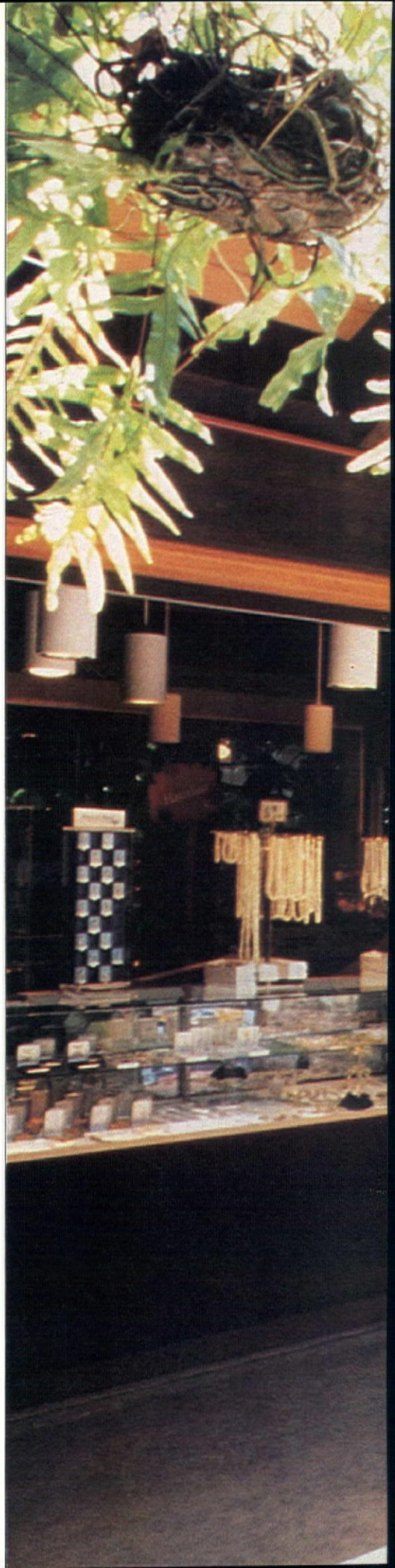
A post and beam system on a 16-ft. grid was used with a double girder, single beam, 3-in. deck floor and roof system. Mechanical, fire sprinkler and electrical systems are exposed. This allows maximum flexibility for space change within retail units. In addition, trees and underground utilities can be accommodated.

Footings are of reinforced concrete and have pine pole columns. Girders, beams, and decking are of Douglas fir glulams. Each storefront has operable glass doors, wood louvers, and overhead roll-down grilles.

The new bazaar's gross area of 17,400 sq. ft. has natural ventilation. All interior lighting is supplemented by abundant natural daylight. □

Floor plan shows integration of new shops in Banyan Bazaar with existing retail outlets and predominant trees. One-story shops covering 6,000 sq. ft. of space were replaced by two-story structures. Landscaping gives a constant to the ever-changing market which has been through several expansion programs under the architectural firm Wimberly, Whisenand, Allison, Tong & Goo.





Pine pole columns, Douglas Fir beams and girders reinforce natural feeling of tree-lined paths in the total 108,000-sq.-ft. market. New Banyan Bazaar doubled selling space in one area by creating a second story for shops.



FOOLING MOTHER NATURE: DESERT COLORS COME INDOORS

Designer Michael Stelea employs Arizona colors in Goldwaters scheme, adding interest created with wood, mirrors, and brass

Red and brown colors found in the Arizona desert have been brought indoors at Goldwaters department store, Phoenix.

"Here, earth tones and store displays reflect local scenes and wares of the State," says Michael Stelea, designer for Chaix & Johnson, Los Angeles-based architects assigned to the project.

Natural wood and earthen tile are used to define the store's housewares department. In this area, dowel rods support ladder-like glass shelving and provide fixtures from which cookware is suspended. In addition, a wood and tile grid ceiling serves to conceal a ventilation duct above the demonstration kitchen.

Dark, dramatic colors are used as highlights in crystal and china sales areas. The hues create a "floating object" effect, causing the products to look suspended, according to Stelea.

Flooring surfaces throughout the store include hardwood parquet, carpet, tile, and Mexican travertine. The latter was used to cover several walls as well.

Tile, carpet borders, and brass strip framing define and separate many store sections. Yet, carpet and wallcovering color commonality provide a large degree of flexibility in departmental redesign, Stelea says.

Drama in lighting

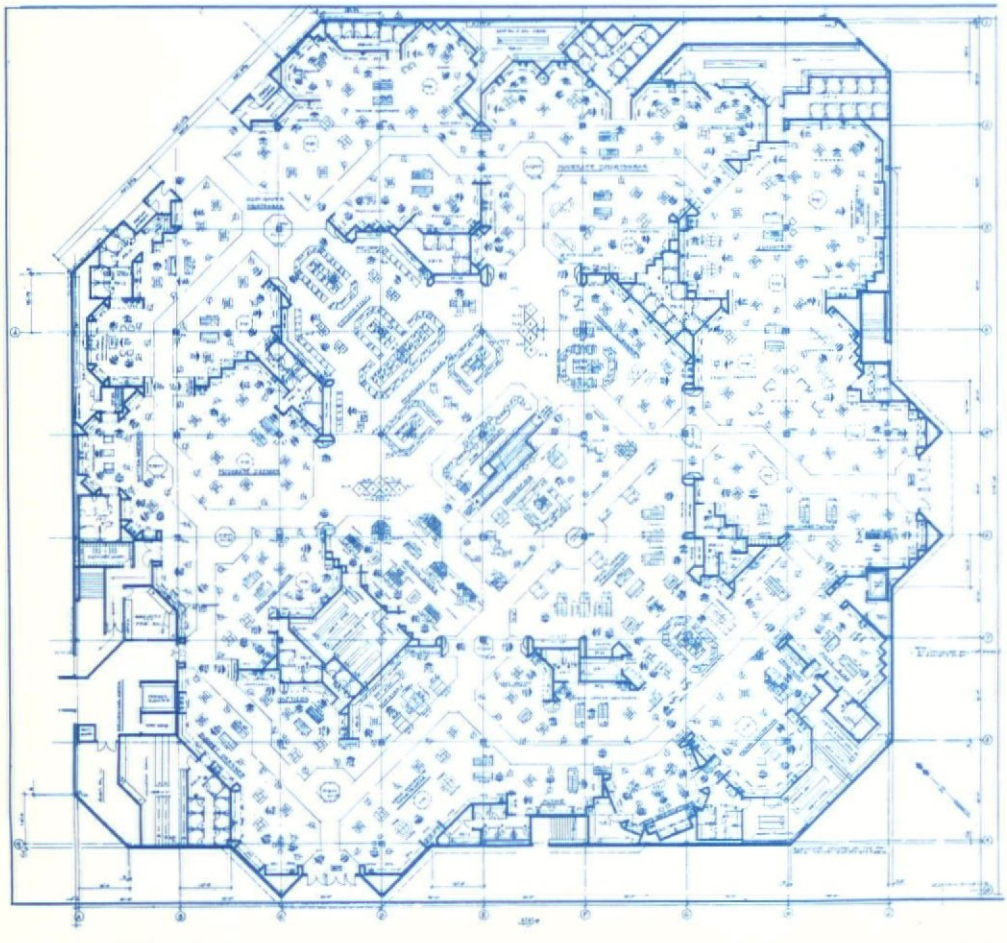
An escalator bank connecting the main and second floors affords a focal point with a large, simulated skylight above. The artificial panel prevents heat penetration from intense sunlight and creates an energy efficient cooling system. Bronze and chrome mirrored finishes surround the escalators. Height-graduated chrome planters flank the sides.

Surrounding jewelry display cases draw attention to the area. These are illuminated with low-voltage quartz lighting. Metallic accents add interest to fashion, cosmetic, and giftware areas, with mirrored posts standard in most departments.

Chaix & Johnson achieved dramatic lighting effects elsewhere by coupling incandescent accent lights and fluorescent fixtures. The entire lighting plan meets low energy lighting standards.

A reverse-step ceiling links ceiling and walls in a sloping design. Prefabricated ceiling panels conceal a 5-ft. deck allocated for overhead wiring. An elevator bank is housed at one side of the store in compliance with barrier-free requirements.

The 115,000-sq.-ft. store is the seventh in the Goldwaters chain, a division of the Associated Dry Goods Corp. □



Chaix & Johnson's lower level fixture plan (left) shows intricate detailing for showcase and display locales.

SOURCES

Carpeting—Karastan, Bigelow, Pennsylvania Carpet Mills. **Wallcovering**—Kneedler-Fauchere, Wolfe-Gordon, J. Robert Scott, Boris Kroll, Wallpride, Pendler & Pendler, Stroheim & Roman, DesignTex, K. Burmmel, S. Harris, H.G.H. **Laminated Plastic**—Nevamar, Laminart, Micarta. **Skylight**—Integrated Ceilings. **Lighting**—General Lighting Co., Indy Light Fixtures. **Showcases**—Mayflower Showcases. **Chairs**—Pacific Condi. **Ceilings**—Armstrong.

Architects—Chaix & Johnson. **Designer**—Michael Stelea. **Project Planner**—Tom Gawron.

Escalator bank (top) creates focal point for the store as it connects lower and upper levels. Artificial skylight lends spacial, airy image, aided by mirrored planters, bronzed finishes, and jewelry cases.

Mexican travertine floor brings luster to merchandise areas (right) while reverse-step ceiling design adds architectural interest. Color scheme is splashed with metallics.



ARCHITECTURAL IRREGULARITIES DEFINE DISPLAY SPACE

Daroff Design overcomes limitations of an undulating exterior structure through store design which follows the flow of architectural form

Constraints of an irregularly-shaped exterior contribute to outstanding display opportunities at Tiberius, a high-end, menswear shop in Atlantic City's Boardwalk Regency Hotel & Casino. Daroff Design Inc., Philadelphia, took advantage of the unusual, undulating exterior configuration to display a sophisticated, elegant line of men's furnishings.

Merchandise is sectioned off by type — suits, shirts, slacks — within alcoves created by the architecture. Garments are recessed into alcoves, against walls, or housed in free standing cubbies, allowing plenty of empty center space. Recessed incandescent lighting throughout, as well as fluorescent in the alcoves and track in the windows, serves both to highlight merchandise and reinforce structural variations. Display cases, check-out, and central display areas have subtle height differences, which further define changes in function and area.

Karen Daroff, principal of Daroff Designs studied traffic patterns inside and outside the store to determine the location of the entrance. "Traffic comes from both the parking lot and casino. We wanted to cater to both sources equally," she explains. "Butt-jointed glass allows maximum visibility of the interior, as well as lending itself to display. The logo was kept to a minimal statement, one small, silk-screened logo on each facet of the window wall. Emphasis is on good lighting and maximum display of merchandise within a clean, clear space of the store."

Daroff used a variety of materials — marble, glass, chrome, Italian travertine — to add interest to the environ-



Contrasting colors, finishes, and spatial proportions highlight variations in function throughout the store. Open center space lends itself to comfortable traffic flow and leaves room for customers to view merchandise in mirrors. Storage space, dressing rooms, and tailor shop are closed-off so that they do not compete with display.

Photos by Tom Crane

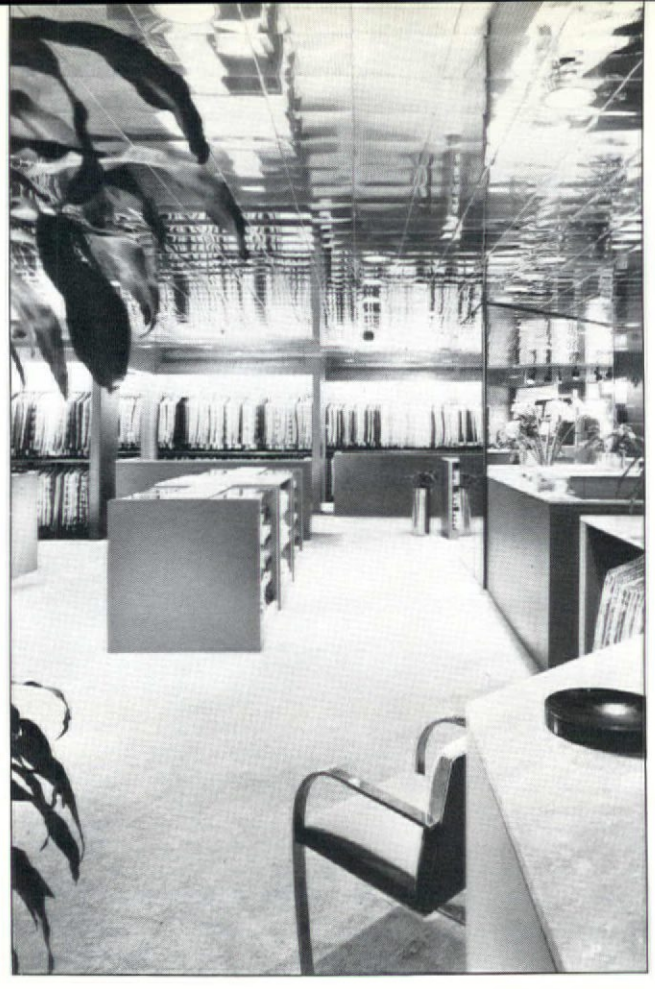

PARKING
BALLY

TIBERIUS

Ceiling reflects, restates display

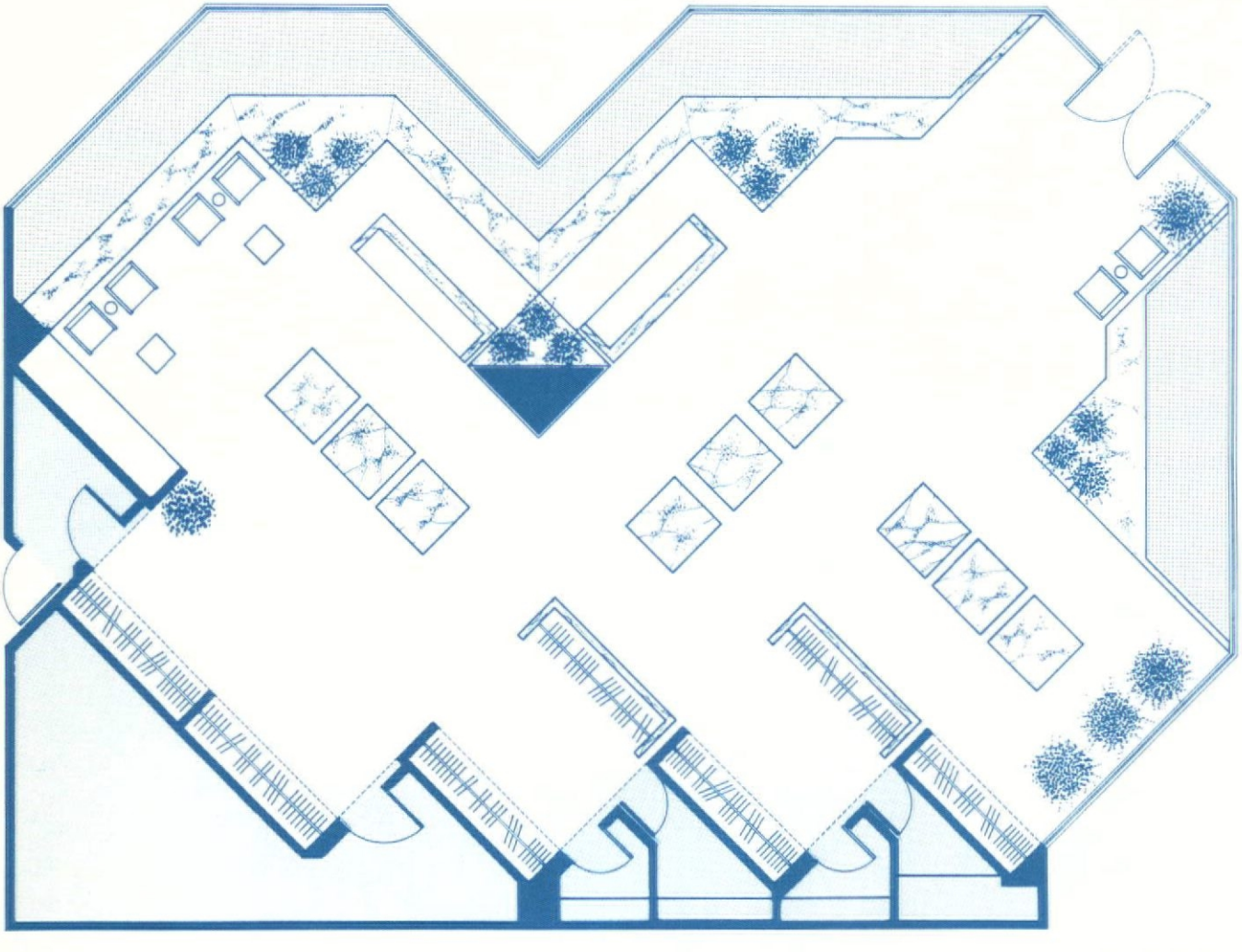
ment. "Finishes were chosen for their consistency with the store's image and their serviceability," says Daroff. "Slickness of material contrasts with and defines texture, color and softness in the merchandise. Colors and tones help define the space."

Tiberius stands as a calm, elegant oasis in the middle of bustling hotel and casino activity. "The owner is pleased with the results," says Daroff, "and customers enjoy the unintimidating, yet exclusive, atmosphere." □



Sources

Lighting—Lightolier. **Signage**—Cutler Sign. **Lighting consultant**—Raymond Grenald Associates. **Seating**-Knoll, Daglie Seating, Herman Miller, Loewenstein. **Chair fabric**—Gretchen Bellinger. **Ceiling**—Simplex. **Store fixtures and custom millwork**—J. Bernheim Co. **Accessories**—Brickel, Peter Pepper Products, Architectural Supplements, Smokador. **Planting**—Foliage Plant Systems Inc., Vostes Nurseries. **Carpet**—Cal-Craft Carpet. **Glasswork, mirrors, and general contracting**—Corrao Construction. **Photography**—Tom Crane.



COLOR AND CONTRAST MARK KRIEKS' FINAL DESIGN

New York furniture showroom elements feature signature of late designer

Vivid oranges and yellows and the stark contrast of white mark the signature of Hans Krieks in the Adirondack Direct showroom, his last project before his death early this year.

A dark gray hallway leading to the showroom entrance establishes design direction with an orange lucite strip that defines the door. Visually extending the door from floor to ceiling is a white panel. Both design elements are Krieks' trademarks. The white vinyl Adirondack Direct logo appears on diagonal wood strips on a gray wall.

This neutral scheme continues in the reception area where dark gray carpet provides background for a wall design of lofty arches, seating in orange and red, and a long path of white ceramic tile leading to the showroom. The use of contrasting color directs the visitor and defines the space.

Color variations continue in the showroom where non-structural, splayed cardboard posts separate wallcoverings of differing hues. Set away from the walls by a reveal, the columns reach neither floor nor ceiling,

Translucent glass block (below) forms wall at far end of Adirondack Direct showroom. Colorful wallcoverings separated by light-reflecting columns enhance displays.



Photos by Bill Rothschild



HANS KRIEKS

Spacial flow indicates function

emphasizing their non-functional nature. Floor and ceiling lighting highlight the white splayed column facets. Track lighting adds to illumination. The entire space is lengthened by mirrored corner walls, while a glass block wall adds more sparkle and contrast.

Display complements design

Showroom furniture arrangements were supervised by Krieks to achieve a display complementary to interior design. Diagonal layout and use of a raised tile display platform show Krieks' innovation. From design to display, Krieks collaborated on the project with Schaffer Associates, a New York architectural firm.

Benjamin Schaffer, a principal in the firm, says; "Hans Krieks was very involved with color, detailing, lighting, creation of form, and spacial flow. His death was very premature; he still had a great deal to offer." □



Founder of the Masterclass, Hans Krieks devoted his talents to teaching and design.

SOURCES

Seating—Krueger. **Carpeting**—Schottenfeld Floors Beautiful. **Lighting**—Lightolier. **Wall fabric**—Design Tex. **Floor tile**—American Olean. **Graphics**—The Other Sign Co. **Ceiling**—Armstrong.

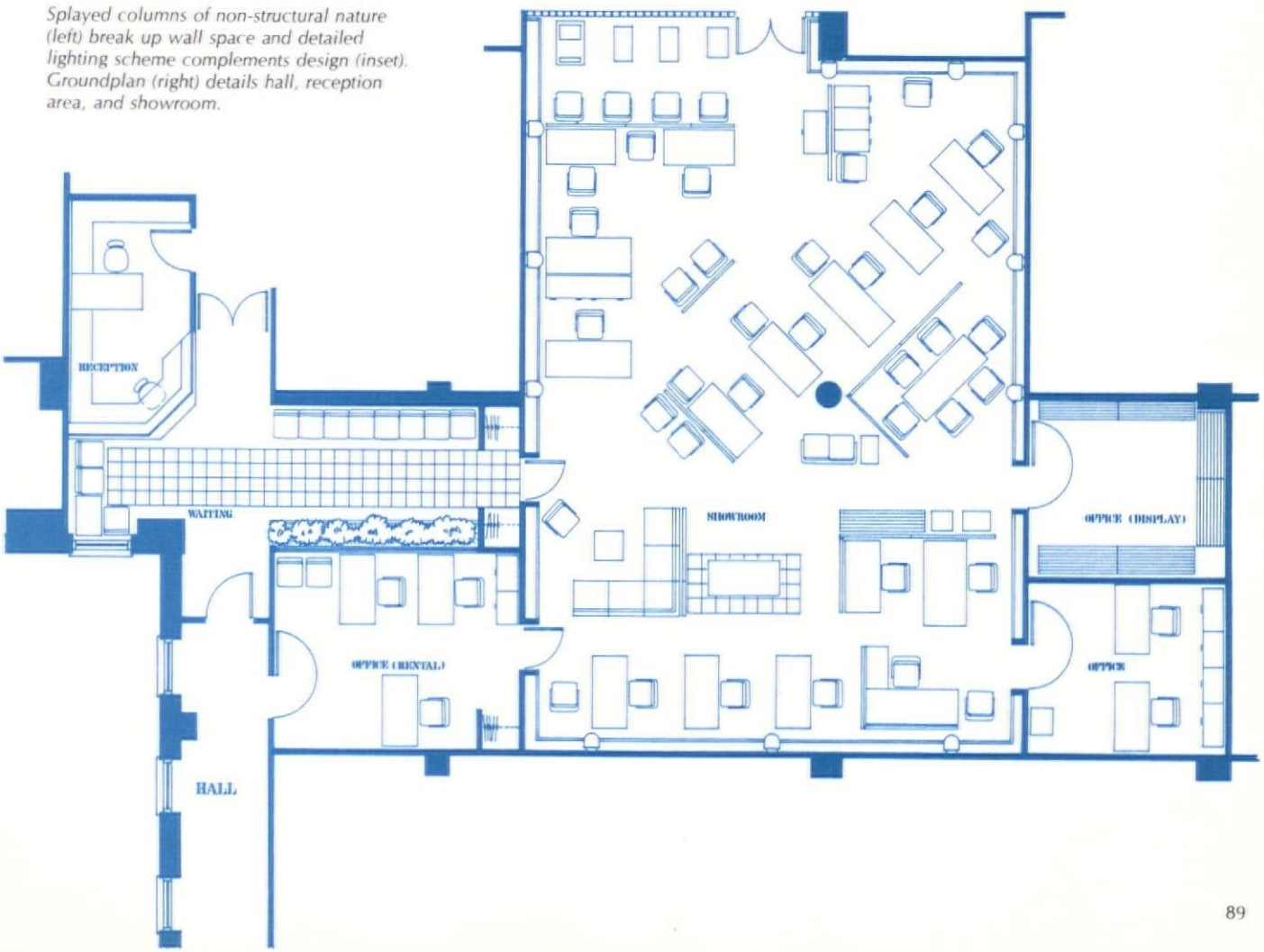
Designer—Hans Krieks. **Architects**—Schaffer Associates. **Contractors**—MJC Construction Co.

Hans Krieks, a native of The Netherlands, established a design firm in Boston and headed the Department of Interior Furniture and Interior Design at Boston University for 18 years.

Upon moving to New York, Krieks founded a second firm and began the Hans Krieks Masterclass, an intensive two-year professional design course that was independently sponsored. Krieks also designed products for several furniture manufacturers. His most famous interior design project was the Mercedes-Benz HQ in New Jersey, completed in the 1960s.

Krieks was an active member of IBD and ASID. He died on February 10, 1981.

Splayed columns of non-structural nature (left) break up wall space and detailed lighting scheme complements design (inset). Groundplan (right) details hall, reception area, and showroom.





DEMAND FOR RECYCLED ANTIQUES PEAKS AS MORE ITEMS REACH 'COLLECTOR'S STATE'

Fast-paced artifacts exchange requires that designers plan ahead

by ROBERTA S. WALTON
Managing Editor

The store space calls for an antique, 15-ft.-long display back bar—the kind sported by speakeasys in the Roaring Twenties.

Impossible to find? Not necessarily. As a designer attuned to the growing popularity of antique artifacts, you've covered your bases. Specs have already been submitted to a range of sources specializing in retail liquidation. What's more, most sources have since sent you photos of their display case inventory for consideration.

The scenario described is, unfortunately, more the exception than the rule, according to five leading artifacts dealers and auctioneers. Although all currently do the bulk of their business in commercial installations—most reported over 65 percent of sales to non-residential clients—they cite a central problem in dealing with architects and designers: time.

"Contract architects expect to work with an artifacts catalog. Yet, it's impractical to have one in this industry, unless 90 percent of what we handle is either old material or reproductions," says Mark Charry, owner, Architectural Antiques Exchange, Philadelphia.

Growing demand for one-of-a-kind originals has stepped up the pace of antiques exchange. Items are bought and sold before they ever appear in print.

Thus, in place of a static product brochure, Charry prefers to work with designer furnishings specs; he will then supply the designer with photos of specific items from inventory.

"The designer has to do his homework ahead in order to function in this business," Charry notes. "And, even more important, he should be prepared to spend time selecting and installing the artifacts in person."

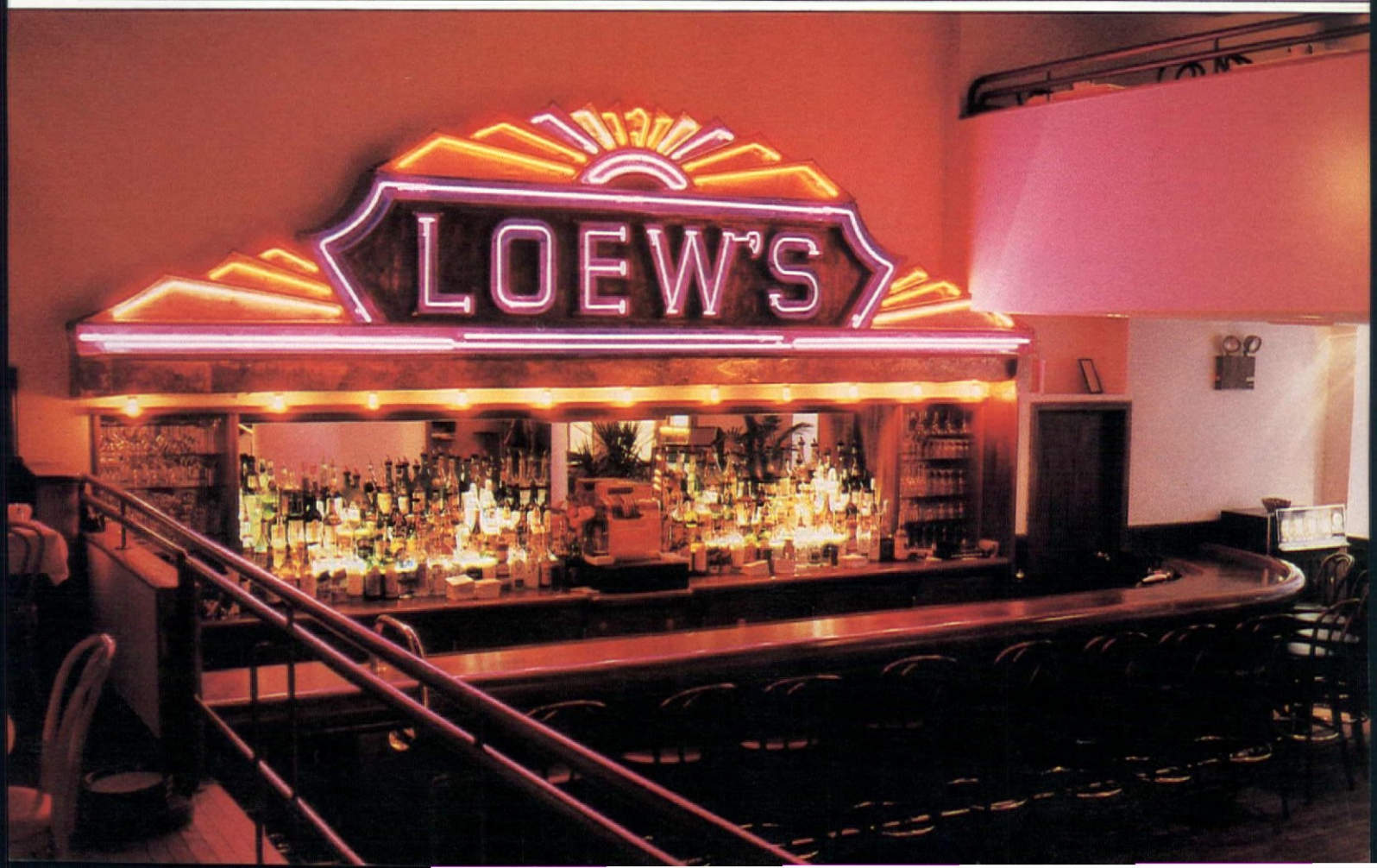
Charry cites one case where a designer oversaw the re-building of a 28-ft. by 12-ft. bar for a space that needed a 20- by 10-ft. counter. "He made conversion drawings first and supervised the work on-site. As a result, the project had a happy ending," Charry concludes. "It fit and it worked."

Careful, advance planning and follow-through become increasingly important as demand for artifacts grows.

"Architectural antiques and furnishings are not shelf items," says Evan Blum, owner, Irreplaceable Artifacts,

Semi-antique bar/ice cream carts (opp. page, top) are popular at malls and shopping centers. Priced at $5,000 to $15,000, the carts are re-makes constructed of antique parts. Creative, adaptive reuse has contract designers competing for "finds," such as this original Loew's marquee used here on a back bar. One-of-a-kind pieces, especially decorative stonework (top), move quickly and are sold to customer waiting lists.


PULLMAN
BAR COACH
N°1


LOEW'S

RECYCLED ANTIQUES

List of sought-after items grows in number, value

New York. "These one-of-a-kind pieces move quickly. Names on a waiting list for a 10- by 5-ft. fireplace are sent photos as soon as we secure the pieces. Antiques are too rare to be treated like sheet rock."

Contributing to demand is a growing awareness of creative, adaptive reuse. Commercial buyers seem to value antiques for their esthetic appeal as well as for their cost-effectiveness, in certain cases. For example, an original turn-of-the-century wood panelled room that costs $12,000 to $18,000, would require $33,000 to build from scratch in today's market. And, prices quoted to reproduce antique back bars *start* at $1,500 per square foot.

Blum stocks 5,000 items at any one time in six warehouses totalling 50,000 sq. ft. Some 80 percent of his business is with the trade—stores, restaurants, and the film industry primarily. A leading seller for him last year was doors: 18,000 of them. Following in popularity were wainscotting, banisters, spindles, stained glass windows, fireplaces, and ornamental iron and stonework.

But, the list of sought-after antique items continues to grow in number, type, and value.

"So many items have reached a collector's state," says John P. Wilson, owner, Golden Movement Emporium, Santa Monica, Calif. auctioneers. Yet, Wilson says there are still values in purchasing whole properties, if not individual items.

"An entire chemist's shop, for example, can be bought for about $20,000. And, back bars are still fairly priced," he notes. This month, Wilson's company held its eleventh yearly auction in a 1946 Pabst Blue Ribbon Brewery. The brewery itself was auctioned off along with $4 million in antiques.

Refurbishing gains ground

Golden Movement is doing a fair business in semi-antique bar/ice cream carts which are popular items sold to malls and shopping centers, priced at $5,000 to $15,000. The carts are remakes constructed of antique parts.

Indeed, elsewhere this trend is developing at other companies which are exploring antique reproductions.

"We handle a small percentage of reproductions," notes Charry of Architectural Antiques Exchange. "This activity is limited to areas where originals are no longer available—for example, iron lamp posts."

Charry is also involved in "creative cabinetry," or, the making of furnishings from old parts. □



Architectural antiques and furnishings are not shelf items, points out Evan Blum, owner, Irreplaceable Artifacts (opp. page, bottom left). Commercial buyers move quickly in this market, where products are valued for esthetic appeal and cost-effectiveness. Good values can be found in purchasing entire installations, such as this wood and stained glass exterior (left). Lower prices are also available in reproductions which are prevalent in categories where originals are scarce.



ARTIFACTS FIRMS

The companies included in this article represent a sample of businesses active in antiques exchange. Each company's services include some or all phases of recycling—dismantling, re-design, building, delivery, and installation. Details on these and other firms follow:

Architectural Antiques Exchange, 715 N. 2nd St., Philadelphia, Penn. 19123; (215) 922-3669.

Irreplaceable Artifacts, 526 E. 80th St., New York, N.Y. 10021; (212) 288-7397.

Golden Movement Emporium, 417 Colorado Ave., Santa Monica, Calif. 90401; (213) 396-3193.

Urban Archaeology, 137 Spring, New York, N.Y. 10012; (212) 431-6969.

The Wrecking Bar of Atlanta, 292 Moreland Ave. N.E., Atlanta, Ga. 30307; (404) 525-0468.

Art Directions, 6120 Delmar Blvd., St. Louis, MO 63112; (314) 863-1895.

Yesterday's Party Ltd., 361 W. Superior St., Chicago, IL. 60610; (312) 642-6400.

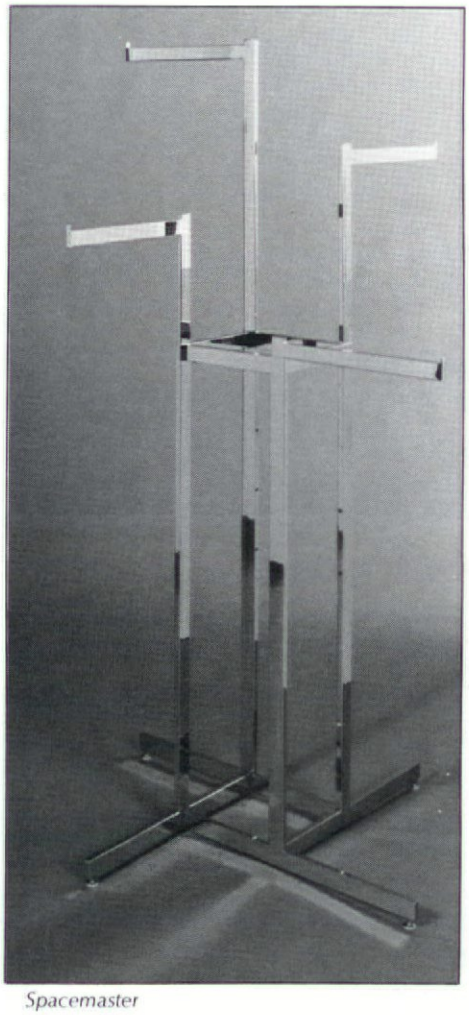




Fixtures offer novel solutions in store design & merchandise display

Multiple use, space conservation key to new designs





Spacemaster

Structural Concepts—Tempra display fixtures are made with tempered glass. Systems are lockable security cases which can be lighted. **Circle No. 301.**

Spacemaster—New Line of apparel merchandisers known as "The Bold Profile Series" is available. Based on rectangular tubing in a polished chrome finish, series reflects trend away from square tubing design. **Circle No. 303.**



Thonet

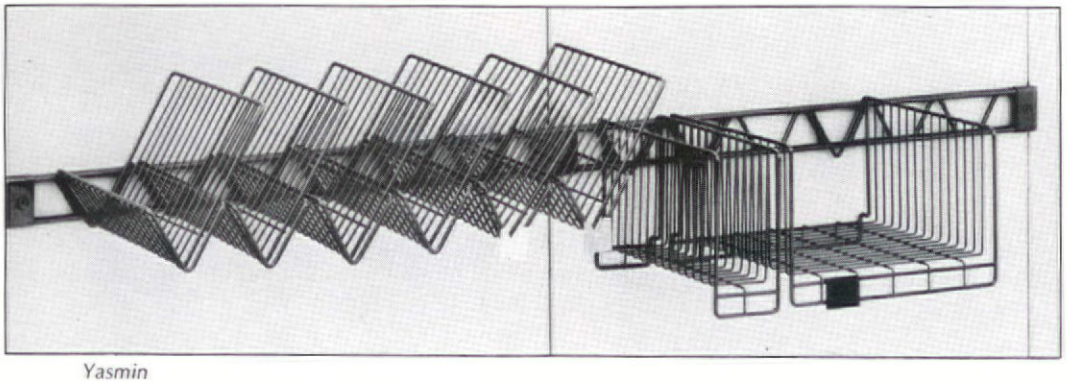


Foga Systems

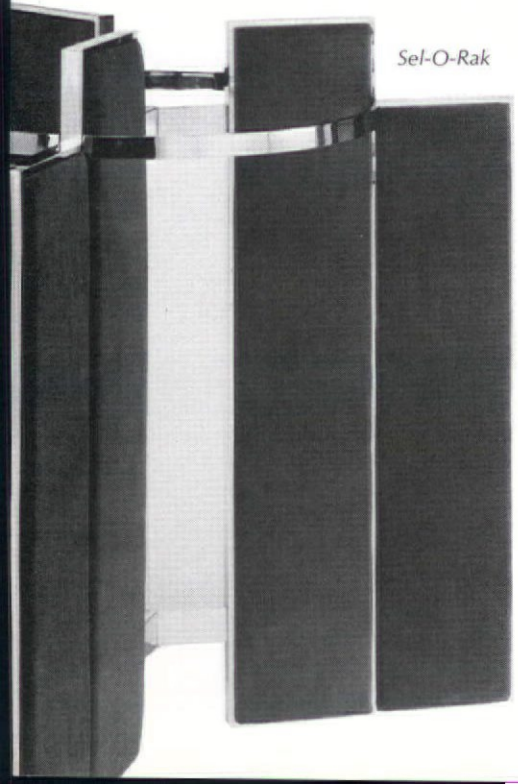
Thonet—Club counter stool is available with polished chrome, brass or powder coated frame in full range of textiles and vinyls. Tip guard is standard with the product. **Circle No. 322.**

Foga Systems Inc.—Portable geared mirror offers a hingeless building system. Three sections lock at any angle, making a convenient screen or divider. **Circle No. 300.**

Abstracta—Freestanding island display fixture features 31-in.-square teak shelf and 13 glass shelves for a total of 20 sq. ft. of space. Dimensions of structure are 4 ft. by 4 ft. and 5 ft./4-in. high. **Circle No. 298.**



Yasmin



Sel-O-Rak

Yasmin Inc.—Wolff Wire, a welded steel wire product, is an add-on component system for storage and display. Product has three basic elements: a V-beam, locking end caps, and hang-on components. **Circle No. 219.**

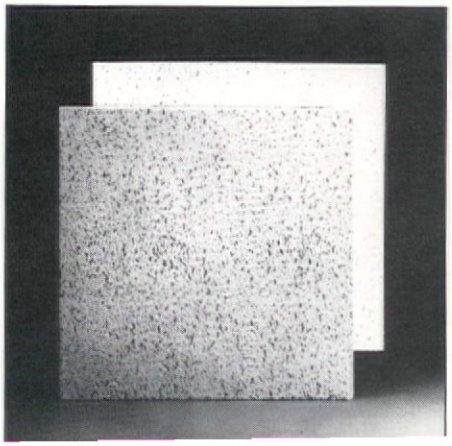
Sel-O-Rak—This tri-panel display has curved hang rod in polished chrome. Outside and inside panels are 9-by 48-in. **Circle No. 299.**

Conwed Corp.—Colorful mineral acoustical board offers highlight to commercial interiors. Colors of toast and ecru are available in class A, Natural Fissured II pattern. Company has also expanded the fabric color offerings of acoustical systems and freestanding screens. **Circle No. 213.**

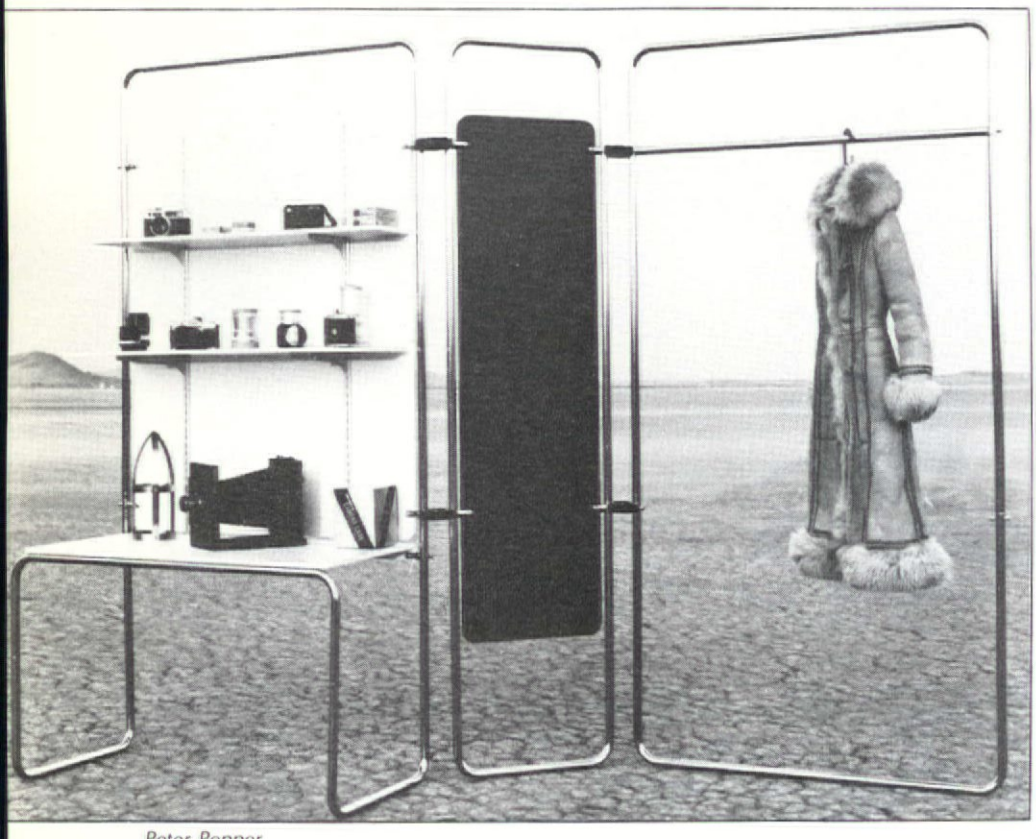


Abstracta

Conwed



Add-on components stress modularity



Peter Pepper

Peter Pepper Products—Spectrum 8/45 is modular display unit offered in KD. Frames are assembled at any of eight pivot points, allowing a range of possible configuration. **Circle No. 302.**

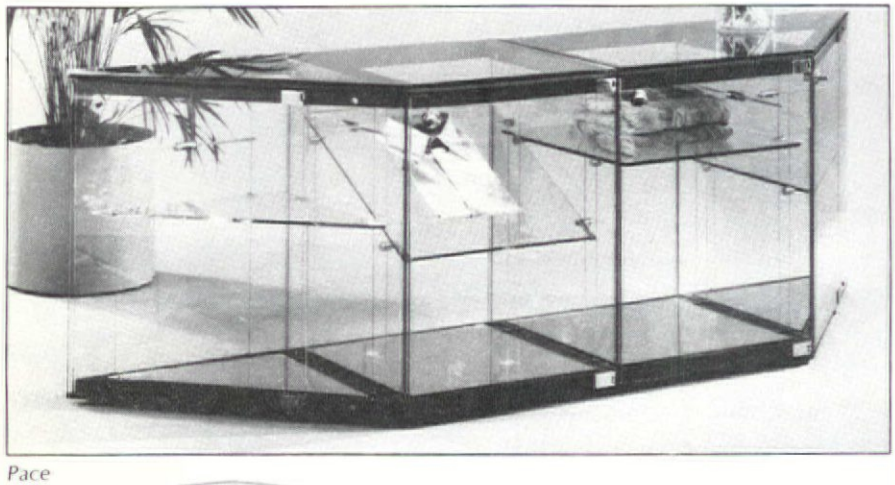
The Pace Collection—Glass cabinet series has cables that offer shelf support as well as electrical current. Brackets and lighting are adjustable along the cables, permitting creative display. Glass in the Cristal Art Series is clear, bronze-colored, or mirror-patterned. Frame and cables are brass. **Circle No. 216.**

SD Systems & Design Inc.—Reflected display systems offer oblique lighting and soften glare. Systems can be designed in several sizes and shapes. Steel frames assure long-term service. **Circle No. 305.**

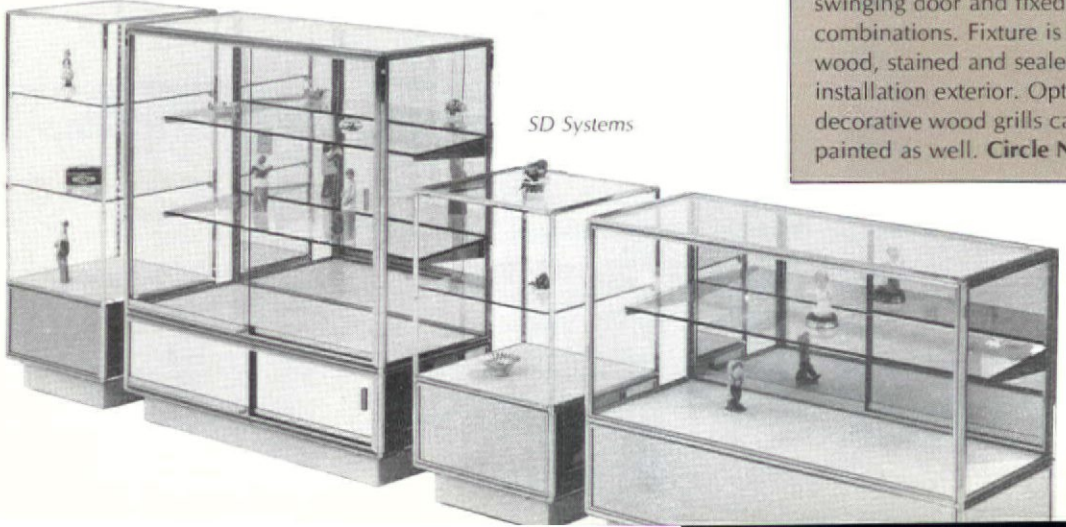


Moulding Products

Moulding Products Inc.—Panel units in the Atrium Door System offer variety of swinging door and fixed coordinate combinations. Fixture is of natural wood, stained and sealed to match installation exterior. Optional decorative wood grills can be stained or painted as well. **Circle No. 221.**



Pace



SD Systems

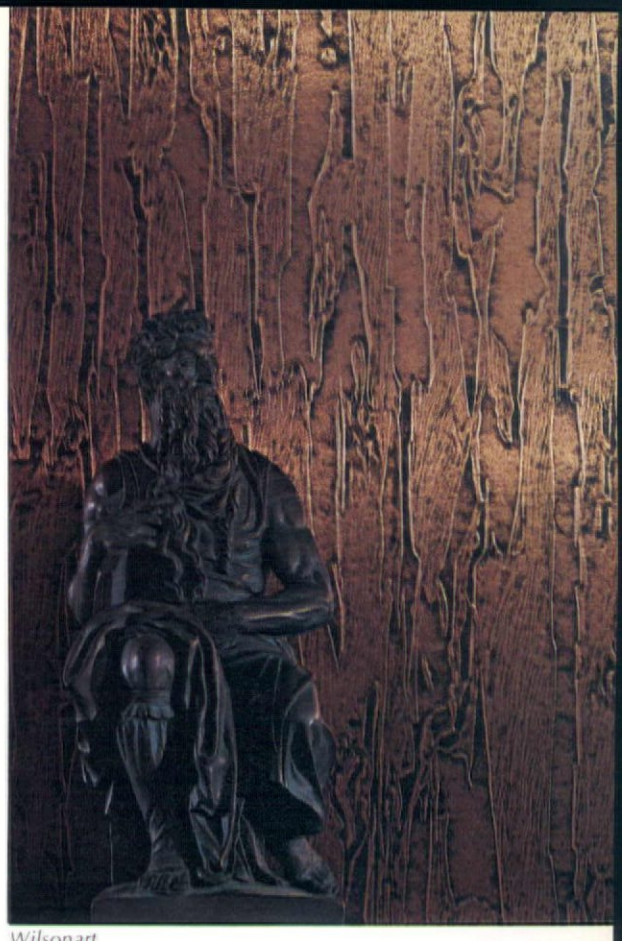


Indiana Cash Drawer

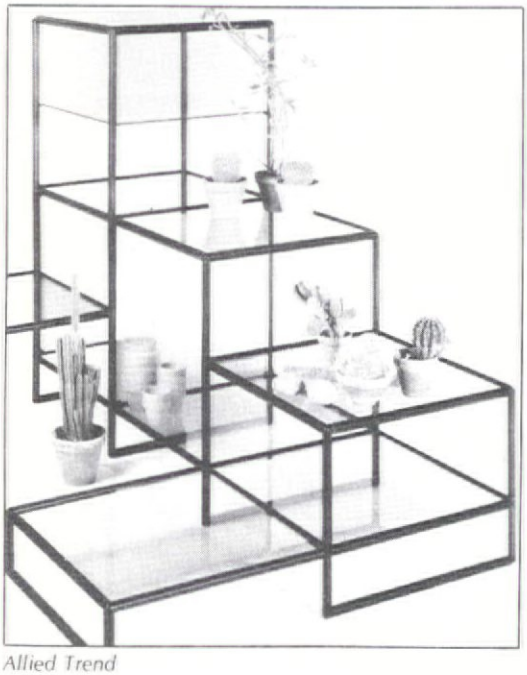
Indiana Cash Drawer Co.—Suited to under counter installations, the new Model S-4 cash drawer has auxiliary compartment and removable money tray with lock-on lid. Available in gray baked enamel, the drawer is 16⅞-in. by 19⅝-in. **Circle No. 210.**

Allied Trend System—Presenta is an anodized bronze modular display system introduced by Display Resources Associates. It offers simple cube or complex geometric patterns. Product is made of extruded aluminum with internal connectors. **Circle No. 222.**

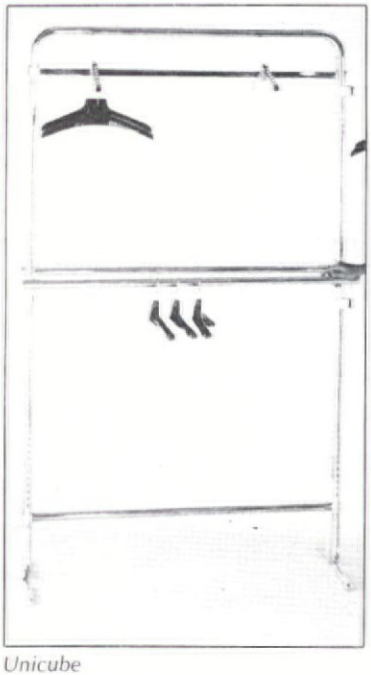
Wilsonart—Metallic laminates are designed to present bas-relief and dimensional designs for fixtures and furniture. Laminates resist organic solvents, making them suitable for vertical surfaces. **Circle No. 304.**



Wilsonart



Allied Trend

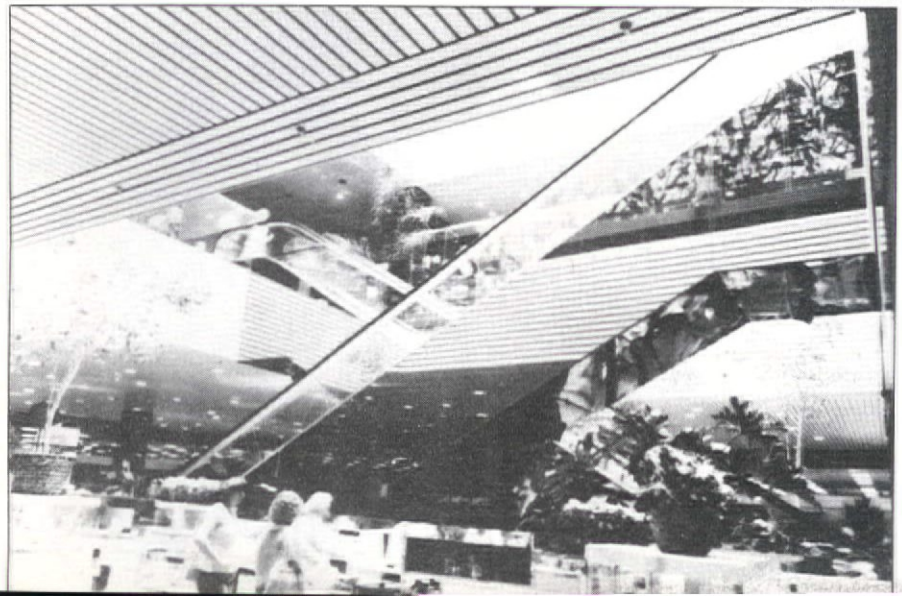


Unicube



Continental

Nichols-Homeshield



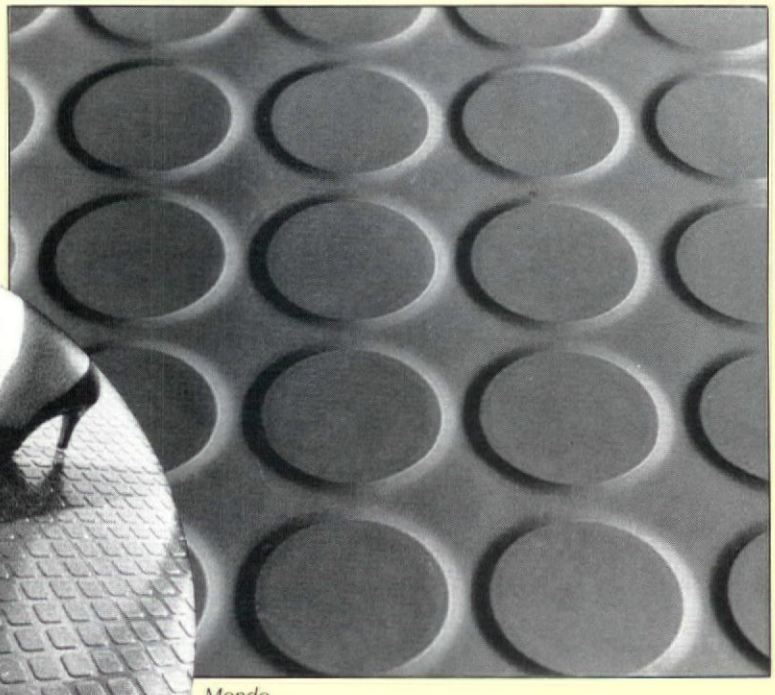
Unicube Corp.—The Twin-Flex System display comes in 1¼-in. or 2-in. diameter slotted tubular chrome. It features modules in 36-in., 48-in., and 60-in. widths with adjustable heights and shelf positions. **Circle No. 211.**

Continental Industries—A four-way acrylic display is offered in see-through bin configuration. It is among several models that offer precision joining. **Circle No. 220.**

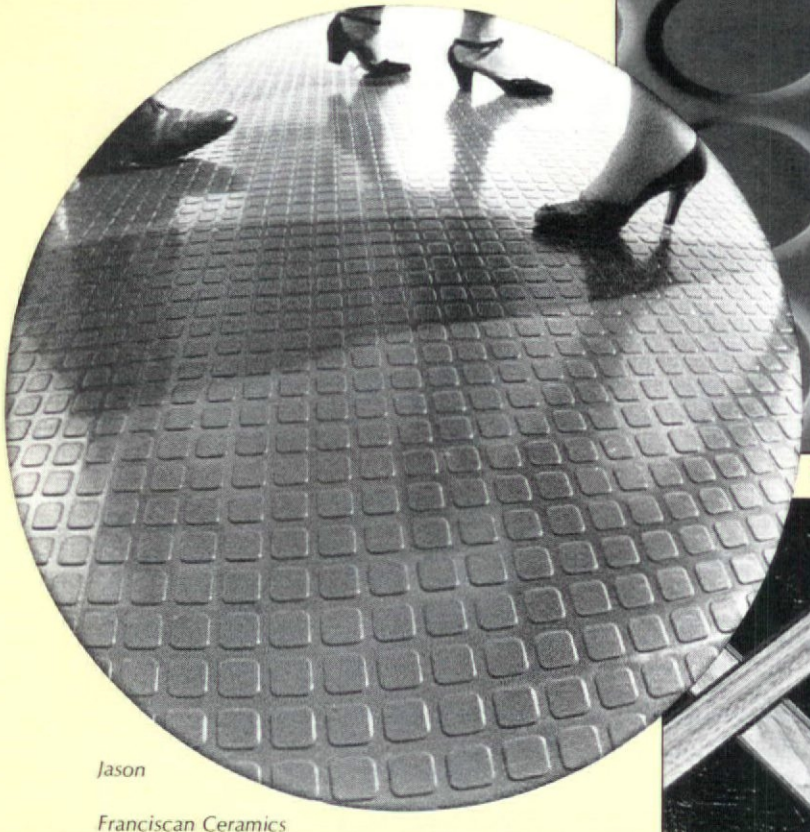
Nichols-Homeshield Inc.—Aluminum linear ceiling which can be used on a radius, consists of 3⅜-in.-wide panels. Also available in double panels in 7¼-in widths. **Circle No. 215.**

CREATIVE DESIGN AND DURABILITY FLOURISH IN FLOORING MARKET

Stone and synthetics provide strength, drama for floor coverings

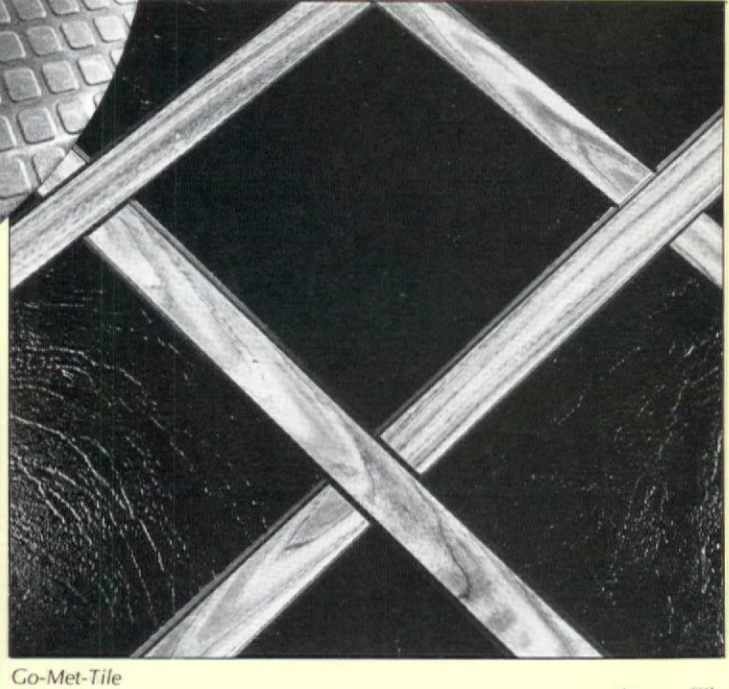


Mondo



Jason

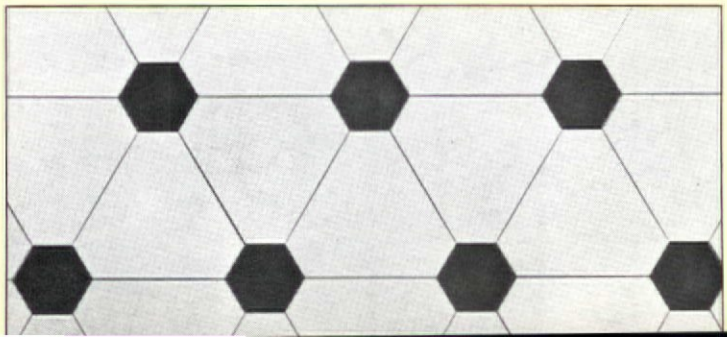
Franciscan Ceramics

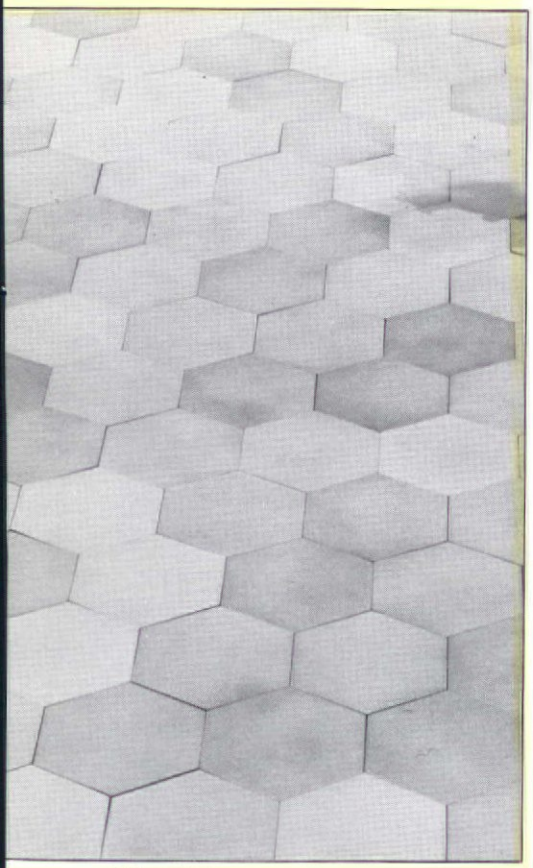


Go-Met-Tile

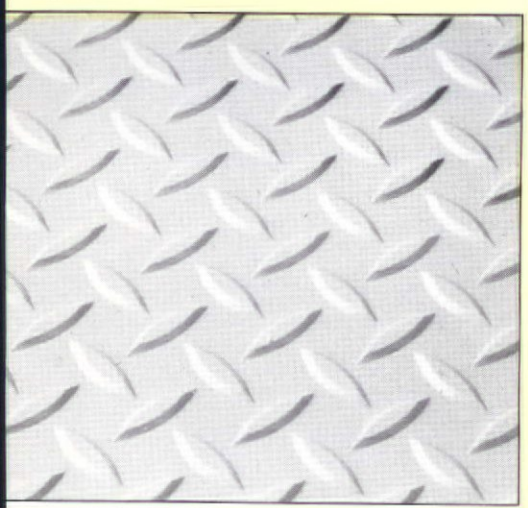


Agency Tile





Orion-Nova



Lonseal



Congoleum



Marble Technics

Jason Industrial—Quadrato is a 2.69-sq.-ft. tile available in eight colorways. It is part of the firm's Perelli rubber flooring collection. **Circle No. 292.**

Mondo Rubber—Type "LC" (square stud) has a total thickness of 3.0 mm. Type "BT" (round stud) has a total thickness of 3.0 mm and a stud height of .5 mm. Both are available in 13 standard colors. **Circle No. 236.**

Go-Met-Tile—Offered is GMT design "A" with three tile and stripe variations. There are 250 tile patterns with 1,000 colors in three finishes. **Circle No. 228.**

Franciscan Ceramics—Three new colors have been added to firm's Terra Craft ceramic floor tile line: gray, sandstone and terra cotta. They are available in a choice of sizes and shapes. **Circle No. 290.**

Agency Tile—Firm offers a selection of geometric patterns manufactured in Italy by Technoceramica. Shown is Esa "T", an 11-in. geometric with a 5-in hexagon insert. **Circle No. 233.**

Orion-Nova—Japanese porcelain tiles are available for interior, exterior, floor, and wall applications. Colors are white, creamy white, rust, black, gray, bone, and honey in 4- by 4-in. and 8- by 8-in. sizes. **Circle No. 237.**

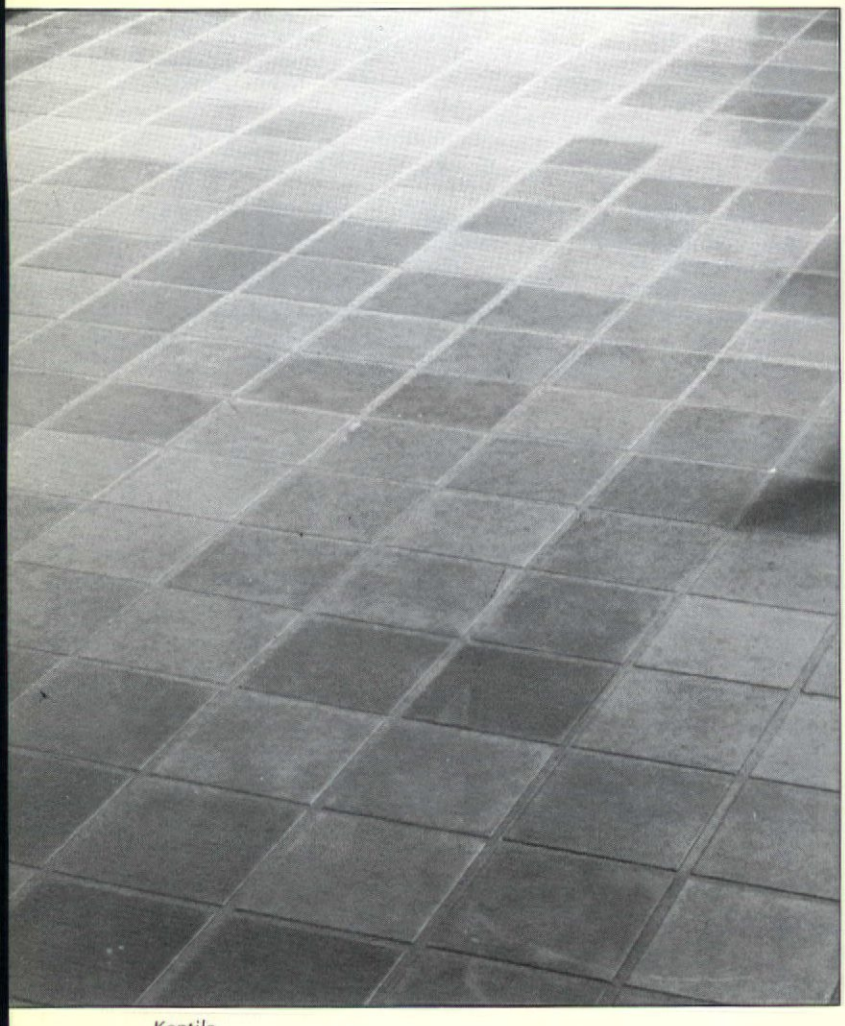
Marble Technics—Natural marble tile in a wide variety of colors is imported from France and Italy. New 6- by 6-ft. size can be installed on floors or walls like ceramic tile. Shown is MT25 brown Tourmalion (French) as installed at Toys-R-Us headquarters. **Circle No. 288.**

Lonseal—New resilient flooring has the look of industrial steel plate. Called Lonplate, product is of sheet vinyl embossed with a diamond design. Slip-resistancy and fire retardancy are features. **Circle No. 293.**

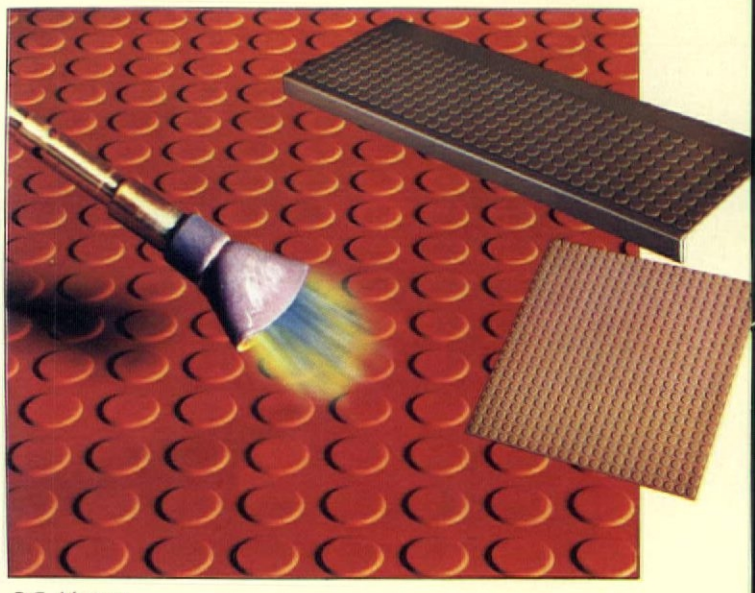
Congoleum—Inlaid Plus features three new Ultraflor Imperial designs: Palisade, La Mesa, and Sienna. Each design offers Chromabond durability for stain and mildew resistance, color integrity, and ease of maintenance. **Circle No. 225.**

RESILIENT FLOORING

Traction aids commercial utility

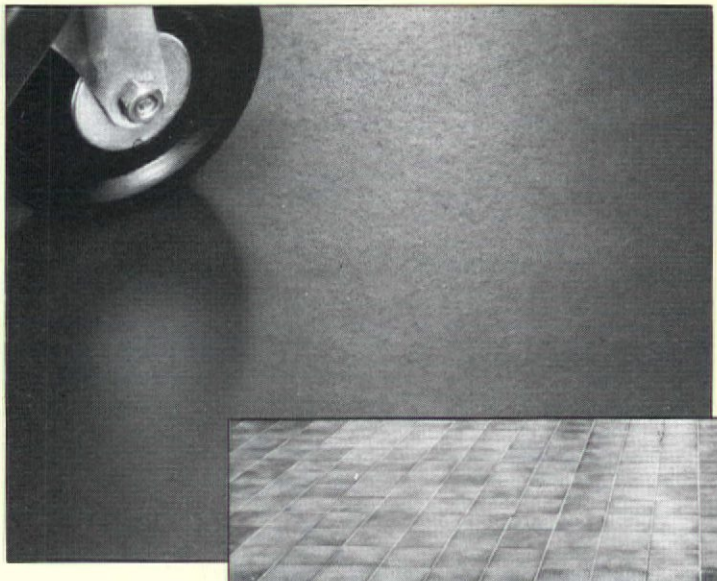


Kentile



R.C. Musson

Forbo





Huntington/Pacific

Metropolitan Ceramics



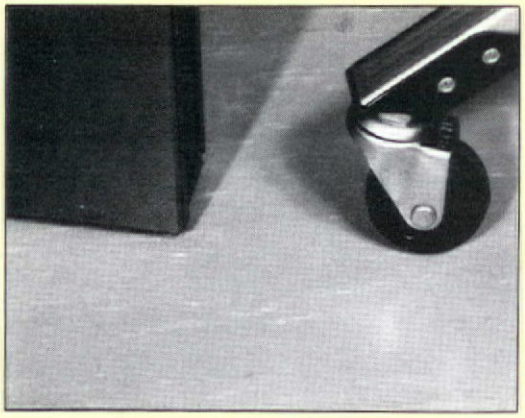
Kentile Floors—Quarry reflects the look and texture of natural quarry tile in solid vinyl. It is available in 12- by 12-in. sizes in four earth-tone colors.
Circle No. 226.

R.C. Musson Rubber—Disc-O-Tiles and Disc-O-Treds meet ASTM-E84 flame spread ratings of 25 or less. Tiles measuring 2-ft.-square, feature raised circular discs for traction. Treds are ¼-in. thick at front edge, tapering to ⅛-in. at back edge for easy installation on stairs. Both treds and tiles have sanded backs and are made from a properly cured rubber compound. Available in six standard colors.
Circle No. 223.

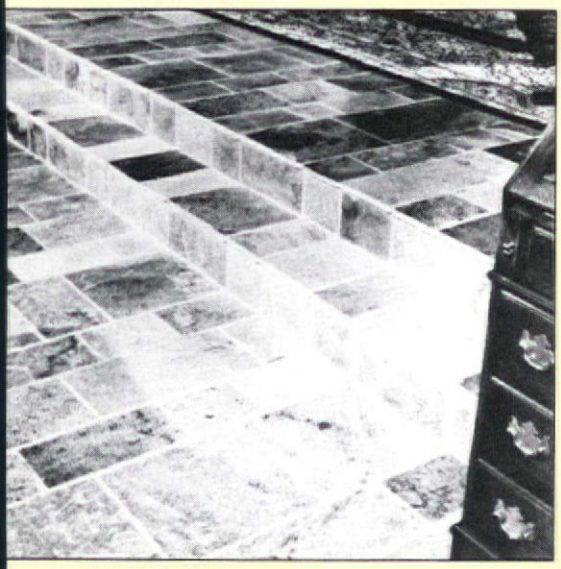
Forbo—Tractionfloer is a new high-style, anti-slip floor made from abrasive, aluminum oxide chips, which are dispersed throughout the vinyl surface. Flooring is heat resistant up to 572-degrees F. It is also highly resistant to most chemicals and common solvents. Tractionfloer is recommended for health-care applications.
Circle No. 287.

Huntington/Pacific Ceramics—Mono Forte Monocuttura from Italy is a wear-resistant, slip-resistant, single-fired, frost-proof tile. It is available in sizes ranging from 4- by 8-in. to 12- by 16-in., in a variety of earthtone colors.
Circle No. 230.

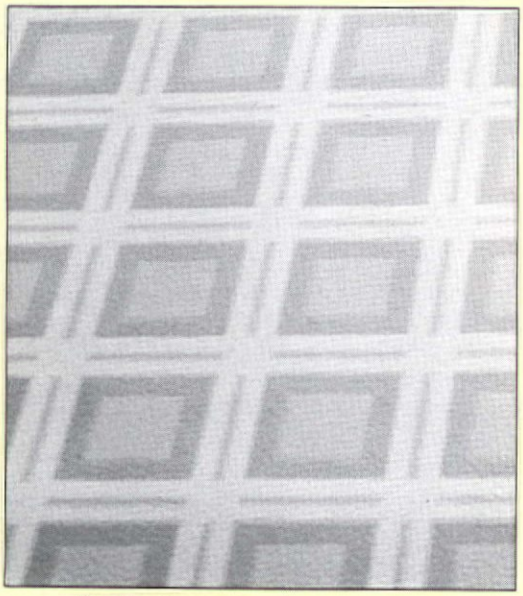
Metropolitan Ceramics—Ironrock Cordoba flooring is slip-resistant, has high density and low absorption rates. Tile has an unglazed, lightly textured surface in a blend of medium brown earthtones. Firm provided this flooring for Hartsfield International Airport in Atlanta.
Circle No. 235.



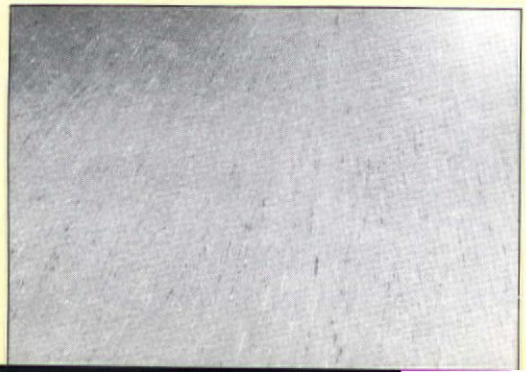
R.C.A. Rubber



U.S. Rock



Armstrong



Pegulan



Mannington Mills

R.C.A. Rubber—Flexi-Flor sheet rubber flooring is highly resistant to heat and cigarette scorching. Burn marks lift off with steel wool scrubbing. Product is available as sheet flooring or stair treads in a range of marbleized colors.
Circle No. 289.

U.S. Rock Co.—Firm offers Rocktile™ floor and wall tile cut from Idaho Quartzite Flagstone. Tiles have unpolished, natural surface texture with gold and mica highlights. A variety of colors are available. **Circle No. 234.**

Pegulan—The North American division of Pegulan-Werke, A.G., Europe, introduced seven contract vinyl flooring products this year. Included are mottled, marbled, clouded, and layered PVC constructions. All pass flammability requirements. Two of the products, Electa and Impera, are recommended for use where static control and/or electrical conditions pose a danger.
Circle No. 231.

Armstrong—New Era line features small and medium size geometric patterns in two sheet vinyl flooring styles. Both are available in five colorways. Standard widths are 12-ft. in .060 gauge. Custom orders for 9-ft. widths are also available. New Era is installed by Armstrong's Interflex system.
Circle No. 224.

Mannington Mills—Firm manufactures three work floors for the contract market. Shown is Architect's Choice, which features a stain-resistant, extra thick, 25-mm, no-wax wear layer. All three, Architect's Choice, Aristocon, and Classicon, are available in 6-ft. and 12-ft. widths in a variety of colors.
Circle No. 291.

MARTS

CONTRACT FURNITURE & FURNISHINGS MARTS GUIDE

Listings of marts, locations, and specifier information

Regional marts are being established in various parts of the U.S. to meet the expanding needs of specifiers and end users. In convenient locations, the marts enable clients to try out furniture and furnishings during the early specification stage.

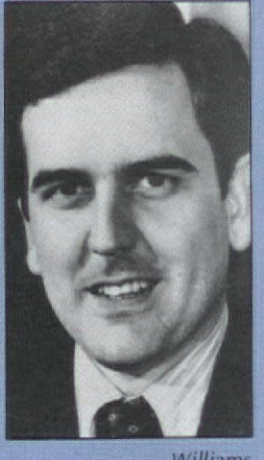
To better serve that audience, CONTRACT presents here a mini directory of commercial furniture and furnishings marts for easy reference.

Where available, market dates have been noted in addition to other data of interest to the contract audience. For expanded product/manufacturer information and details on showrooms and mart locations, readers are referred to CONTRACT's January '82 Directory.

ATLANTA MERCHANDISE MART

240 Peachtree St.
Atlanta, GA 30043
Tel. No. (404) 688-8994
Contacts: Sam Williams, gen. mgr.; Tom Fulghum, v.p. mktg.
Operating hours: Gift and decorative accessories showrooms - Mon.-Fri.; 10-4; Furnishings showrooms - Sat. - Wed.; 8-6.
Building access policy: to trade only.
Market dates: Home Furn. Jan. 16-20, July 17-21; Floor covering, Jan. 16-20; Intl carpet & rug, July 17-20.
Special hotel/travel package available. WATS lines: (800) 241-6405 for out-of-GA callers; (800) 282-0456 for in-GA; (404) 688-8994 for group travel arrangements.
Passes and other mart details from: Admissions Dept., attn: Kate Balyo.





Williams



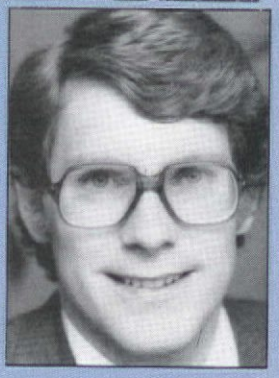
Fulghum



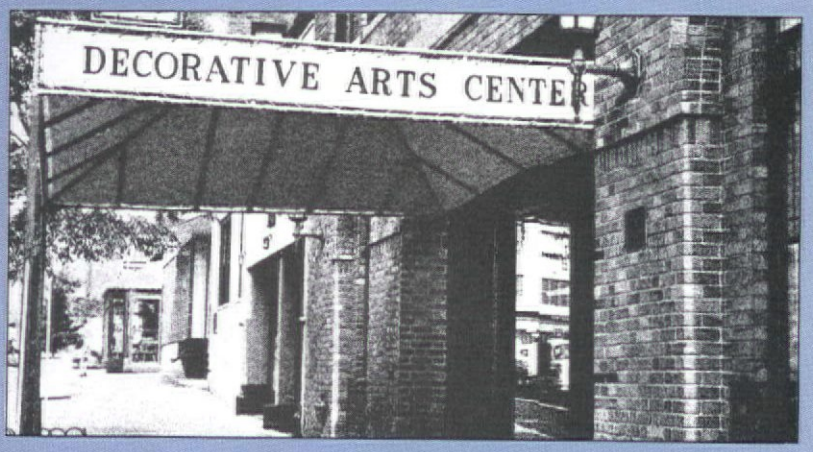
DALLAS MARKET CENTER

2100 Stemmons Frwy.
Dallas, TX 75207
Tel. No.: (214) 655-6100
Contacts: Trammell S. Crow, pres.; Bruce A. Fogerty, v.p. & leasing mgr.
Operating hours: Mon.-Fri. 8:30-5.
Building access policy: To trade only.
Contract exhibitor location: 6th fl., Dallas Market Ctr.
Market dates: CONDES, Mar. 11-13.
Special hotel/travel pkg. available. Contact: Bewkins, 1-800-527-9065
Passes and other mart details from: Lupita Garza (214) 655-6185.





Crow



DECORATIVE ARTS CENTER

305 E. 63 St.
New York, NY 10021
Tel. No.: (212) 838-7736
Operating hours: Mon.-Fri.; 9-5
Building access policy: Showrooms open to trade only.





Hare

DENVER MERCHANDISE MART

451 E. 58 Ave.
Denver, CO 80216
Tel. No.: (303) 292-1050
Contacts: Darrell R. Hare, gen. mgr.; Jan Toepfer, dir. leasing
Operating hours: Mon.-Fri.; 9-5.
Building access policy: Showrooms open to trade only.
Contract exhibitor location: 2nd fl.
Market dates: Home Furnishings Market, Aug. 7-9.
Passes and other mart details from: Davene Coutts, dir. pub. rel.

THE DESIGN CENTER

5001 Baum Blvd.
Pittsburgh, PA 15213
Tel. No.: (412) 683-6200
Contact: James J. Frasca, mgr.
Operating hours: Mon.-Fri.; 9-5
Building access policy: Showrooms open to trade only.
Market dates: To be announced
Passes and other mart details from: James J. Frasca

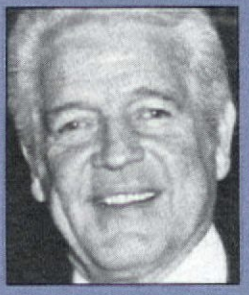


MARTS

DESIGN CENTER NORTHWEST



5701 Sixth Ave. So.
Seattle, WA 98108
Tel. No.: (206) 762-1200
Contacts: Jack A. Benaroya, pres.; Glen M. Robins, gen. mgr.; C.J. Jordan, dir. pub. rel.
Operating hours: Mon.-Fri.; 10-5.
Building access policy: Building pass and to the trade only.
Contract exhibitor location: 3rd fl. restricted to contract exhibitors.
Market dates: Spring market "Presentations '82," Apr. 16-19; grand opening of new bldg. expansion, Nov.; Pacific Northwest Ballet "Celebrity Tables Gala" open house, Dec. 3-10
Special hotel/travel package-available. Contact: Mart.
Passes and other Mart details from: JoAnn Mellott, reception dir.



Robins

DESIGN RESOURCES CENTER OF GREATER ST. LOUIS

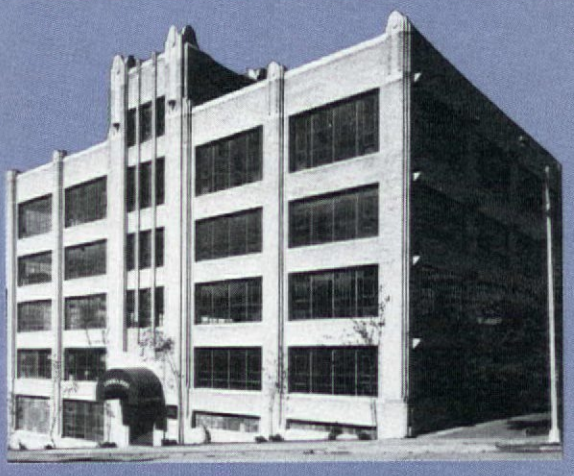


Kessler

3226 Olive St.
St. Louis, MO 63108
Tel. No.: (314) 531-7222
Contact: R. Kessler, dir. sales
Operating hours: Mon.-Fri.; 8-5.
Building access policy: To trade only.
Market dates: To be announced.
Passes and other mart details from: Barbara Ayers (at same number).

LENORA SQUARE

1000 Lenora
Seattle, WA 98121
Tel. No.: (206) 621-7500
Contact: Richard J. Hesik, mktg. dir.
Operating hours: Mon.-Fri.; 9-5
Building access policy: Showrooms open to trade only.
Market dates: Jan. 8-11.
Special hotel/travel package available.
Passes and other mart details from: Richard J. Hesik



THE MARKETPLACE

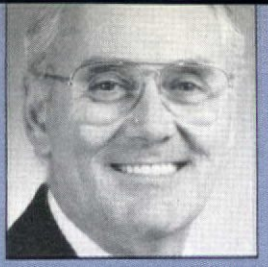
2400 Market St.
Philadelphia, PA 19103
Tel. No.: (215) 561-5000
Contacts: David M. Boyce, pres.; Kathleen S. Renzetti, asst. mgr.
Operating hours: Mon.-Fri.; 9-5.
Building access policy: Showrooms open to trade only; building open to general public.
Special hotel/travel package available. Contact Kathleen Renzetti
Passes and other mart details from: Joan E. DeRita, mgr., tenant services, or Kathleen Renzetti for special events information.



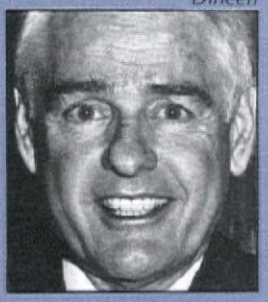
Boyce







Dineen



King

THE MERCHANDISE MART

Merchandise Mart Plaza
Chicago, IL 60654
Tel. No.: (312) 527-4141
Contact: Thomas V. King, gen. mgr.; Emmett L. Dineen, contract furnishings; Brian Quirk, business products center.
Operating hours: Mon.-Fri.; 9-5.
Building access policy: Showrooms open to trade only.
Contract exhibitor location: computers, 1st fl.; furniture, 8-11 fls.; carpet, 10, 13, 18 fls.
Market dates: LIFE (Largest Intl. Floorcovering Exhibition), Jan. 8-13; NEOCON, June 15-18.
Special hotel/travel package available. Contact: (312) 467-1942 - for hotel; (800) 521-0810 for air travel.
Passes and other mart details from: Eva Brandon at central mart number.

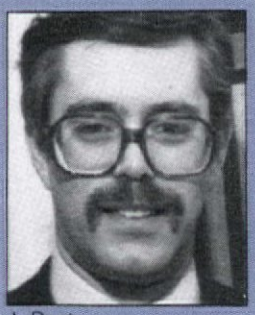
MIAMI INTL. MERCHANDISE MART

777 N.W. 72 Ave.
Miami, FL 33126
Tel No.: (305) 261-2900
Contacts: Robert A. Lefcort, pres.; Michael Sacks, v.p. & gen. mgr.
Operating hours: Mon.-Fri.; 10-4
Building access policy: Showrooms open to trade only.
Contract exhibitor location: 1st fl.
Special hotel/travel package available. Contact: Super Travel; (305) 266-6020
Passes and other mart details from: above address and tel. no.



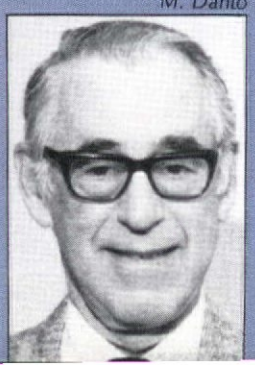
MICHIGAN DESIGN CENTER

1700 Stutz Dr., Suite 25
Troy, MI 48084
Tel. No. (313) 649-4770
Contacts: James Danto, pres.; Marvin Danto, chmn. of brd.
Operating hours: Mon.-Fri.; 9-5.
Building access policy: to trade only
Contract exhibition location: Additional 80,000 sq. ft. expansion in early '83 will be mostly contract.
Market dates: March 18-19; Sept. 23-24.
Special hotel/travel package available. Contact Joan Cleaveland.
Passes and other mart details from: Joan Cleaveland



J. Danto

M. Danto





MARTS

OAK LAWN PLAZA



2525 Stemons
Suite 625
Dallas, TX 75207
Tel. No.: (214) 631-0600
Contact: Marty Swenholt, senior v.p., Vantage Co.
Operating hours: Mon.-Fri.; 9-5.
Building access policy: Showrooms open to trade only.
Market dates: Jan. 10-15; Mar. 11-13.
Will be initiating special hotel/travel package shortly.
Passes and other mart details from: Marty Swenholt

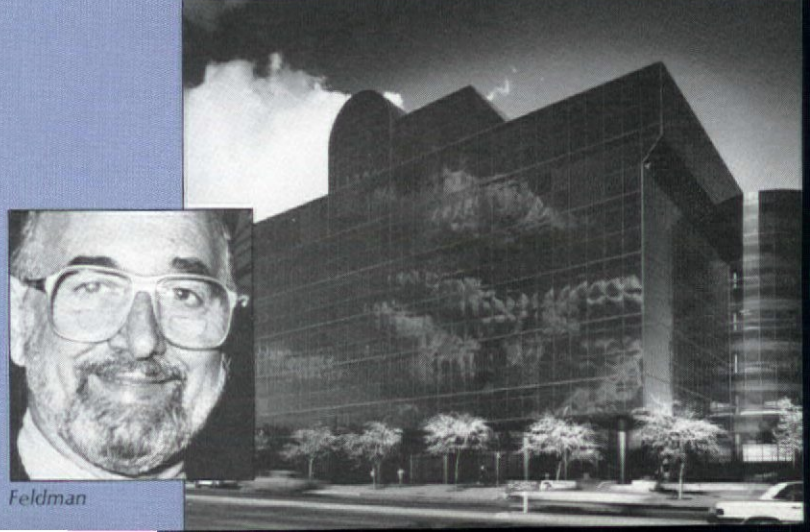


OHIO DESIGN CENTER

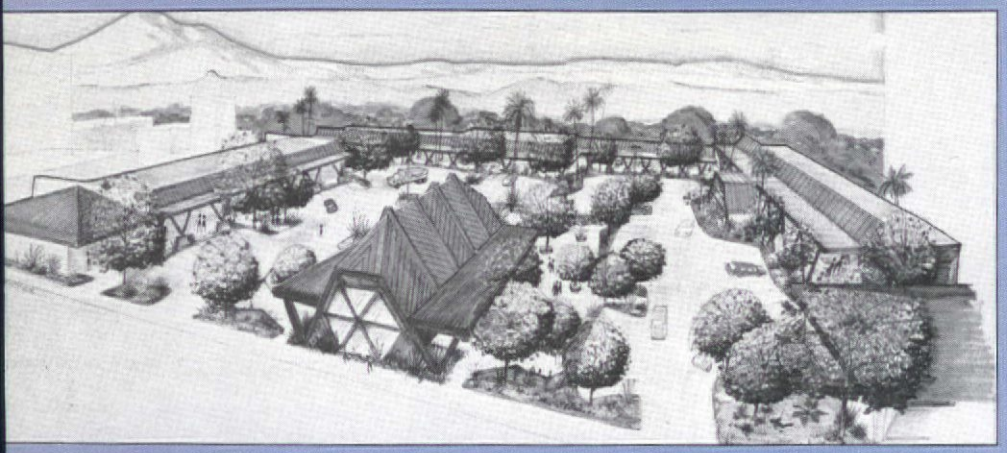
23533 Mercantile Rd.
Cleveland, OH 44122
Tel. No.: (216) 831-1245
Contact: Jeffrey Davis, leasing mgr.
Operating hours: Mon-Fri.; 8:30-5.
Building access policy: Showrooms open to trade only.
Market Dates: To be announced.

PACIFIC DESIGN CENTER

8687 Melrose Ave.
Los Angeles, CA 90069
Tel. No.: (213) 657-0800
Contacts: Murray Feldman, exec. dir.; David Shively, bldg. mgr.
Operating hours: Mon.-Fri.; 9-5.
Building access policy: Showrooms open to trade only.
Conract exhibitor location: 2nd fl. plus additional space on other fls.
Market dates: "West Week," Mar. 19-21.
Special hotel/travel package available.
Contact: Marcello Ahumada (714) 752-0788.
Passes and other mart details from: James Goodwin, dir. pub. rel.



Feldman



PHOENIX DESIGN PLAZA

4700 North Central
Phoenix, AZ 85012
Tel. No. (602) 266-4700
Contacts: Morris Turken, pres.; Marie B. Schulz, dir. & leasing mgr.; Marie B. Schulz, dir.
Operating hours: Mon.-Fri.; 9-5.
Building access policy: To trade only.
Passes and other mart details from: Marie B. Schulz

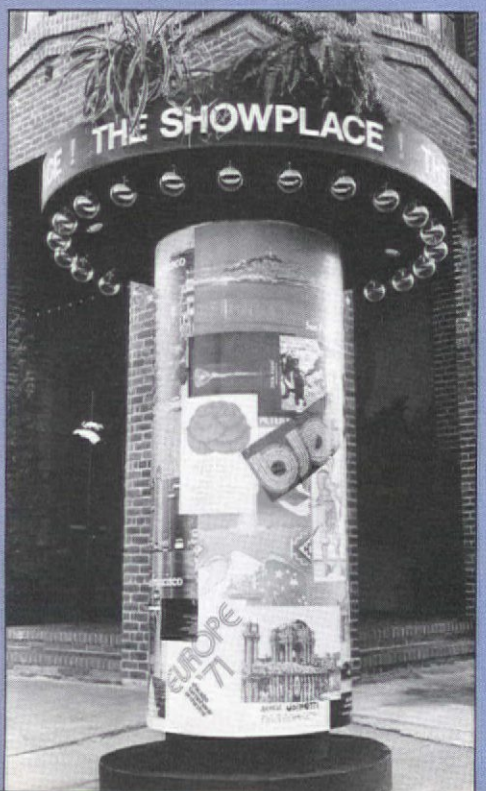
SHOWPLACE SQUARE

2 Henry Adams St., No. 301
San Francisco, CA 94103
Tel. No.: (415) 864-1500
Contacts: Idalene Allman, leasing mgr.; Clarellen Adams; Marynell Stone, trade show center mkt. dir.
Operating hours: Mon.-Fri; 9-5
Building access policy: to the trade only.
Market dates: Jan. 17-21; July 18-22.
Passes and other Mart details from: Martha Thompson.
(Also includes The Showplace!; Galleria/Design Center; Garden Court Building; Showplace Square South: Showplace Square East; Trade Show Center: Gift Center)



230 FIFTH AVENUE LIGHTING/ACCESSORIES CENTER

230 Fifth Ave.
New York, N.Y. 10001
Tel. No.: (212) 532-4555
Contacts: Lloyd S. Howard, exec. dir.; Jack Schenker, leasing mgr.; Murray Feiss, pres.
Operating hours: Every business day; 9-5.
Building access policy: trade only.
Market dates: Jan. 3-8; June 6-11.
Special hotel/travel package available. Contact: Blandre Greene (212) 532-4555.
Passes and other Mart details from: Blandre Greene.



WESTERN MERCHANDISE MART

1355 Market St.
San Francisco, CA 94103
Tel. No.: (415) 522-2311.
Contacts: Leonard S. Rogers, pres. & gen. mgr.; Ivan S. Cutler, v.p.
Operating hours: Mon.-Fri.; 9-5.
Building access policy: Showrooms open to trade only.
Market dates: Winter Home Furnishings Market, Jan. 17-22; Summer Home Furnishings Market, July 18-23. Special hotel/travel package available. Contact: Carole Farris.
Passes and other mart details from: Rita Derham, dir. pass bureau



HIGH VISIBILITY POSSIBLE WITH VARIED SIGNAGE

Customization and color range add esthetic appeal to functional, low-maintenance materials

DavSon—Matte finish 1/8-in. acrylic plaques are available framed or unframed. Plaques come in five standard colors and mount with double-faced adhesive tape. **Circle No. 202.**

Forms & Surfaces—Push/pull indicators are offered in bronze, stainless, and white, blue, or red melamine. They are available for direct attachment to doors. A contemporary lettering style enhances legibility. Other lettering may be special ordered. **Circle No. 241.**

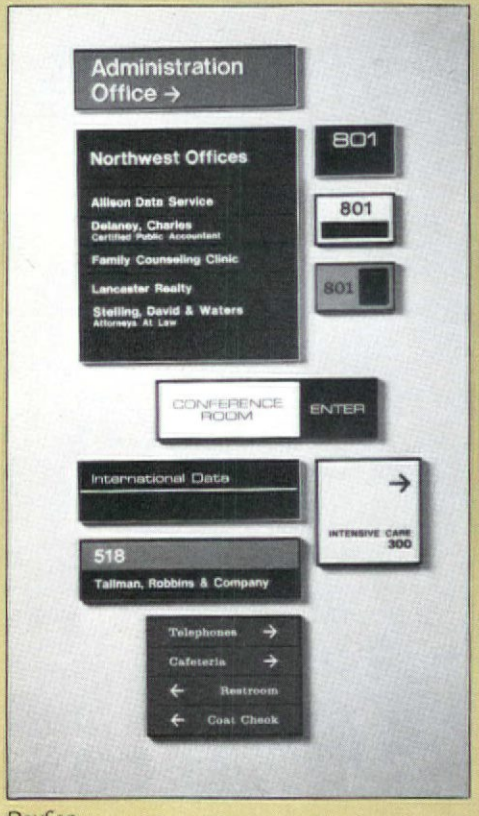
Rubbermaid Commercial Products Inc.—Clear plastic sign is printed on the back to protect message from marring. Emergency sign is white with red lettering and uses international symbols for clarity. Sign measures 6- by 9-ft. and adheres with pressure-sensitive tape. The sign is one of a complete product line. **Circle No. 206.**

Precision Integrated Industries Inc.—Patented message display unit has continuously moving custom message tape. Lighted fixture measures 30-in. long and 5-in. high and accommodates 115 letters, puctuation marks, and spaces per tape. Steel cabinet has baked enamel finish in bronze. Standard 20-watt fluorescent lamp fits the product. Unit is guaranteed and UL listed. **Circle No. 207.**

The Supersine Co.—Free-standing announcement directory features top logo panel with changeable letter panel underneath. Frame is anodized aluminum with a glass locking door for sign enclosure. Available in three sizes with silver, gold, bronze, or black frame. **Circle No. 242.**

Scott Plastics Co.—Screen print signage is available on many surfaces. Logos, graphics, and lettering can be custom screened. The company also features a line of ready-made signs for immediate delivery. **Circle No. 246.**

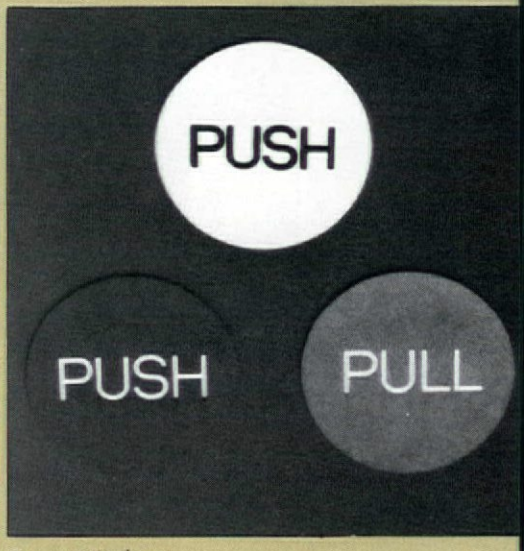
Apco Graphics Inc.—This wall and ceiling mount has a sliding sign with mating extrusion to conceal all mechanical fasteners. The ends are capped for a uniform look. The mount complements IM System signage. **Circle No. 240.**



DavSon

Vomar Products Inc.—Custom-molded fiberglass panels integrate round aluminum support posts. The units come in a range of sizes with 4- or 6-ft.-diameter posts. Graphics are subsurface and can be utilized in a single or double face configuration. **Circle No. 243.**

Gensler & Associates—Custom-designed kiosk has black matte finish trimmed with chrome. The upper half of the 9-ft. sign holds directory information, and the lower portion is a glass-enclosed display case. Produced for the First Bank of Minneapolis HQ. **Circle No. 204.**



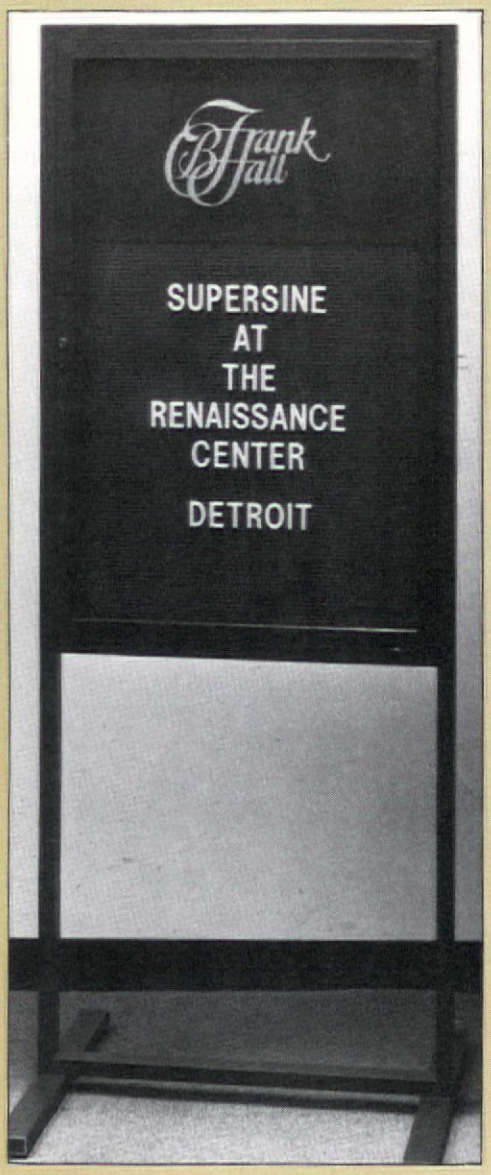
Forms & Surfaces



Rubbermaid

Precision





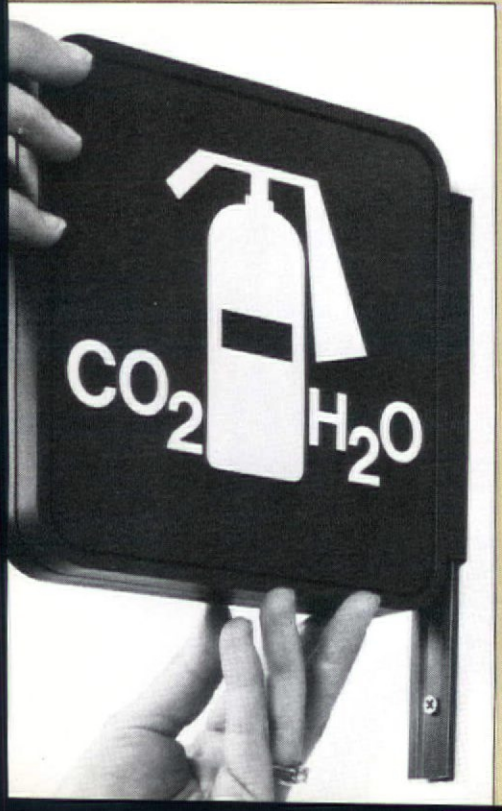
Supersine

Apco Graphics



Scott

Gensler



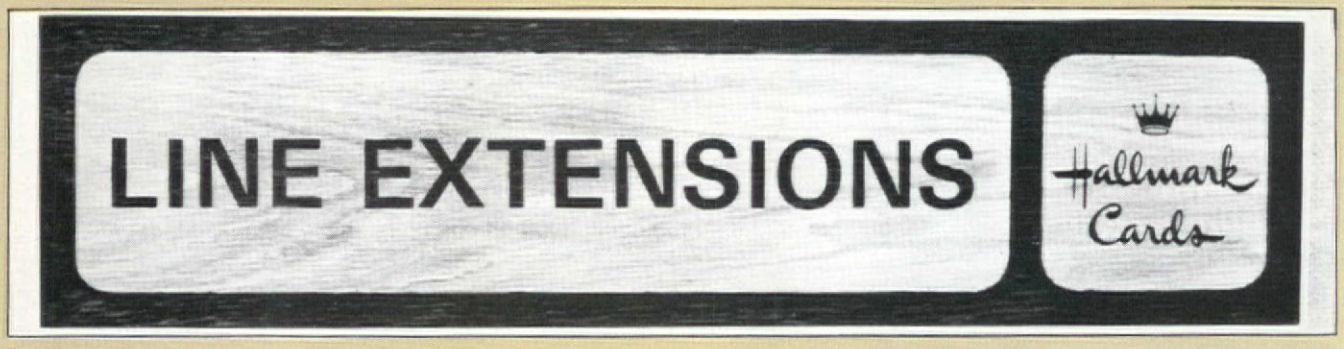


Vomar



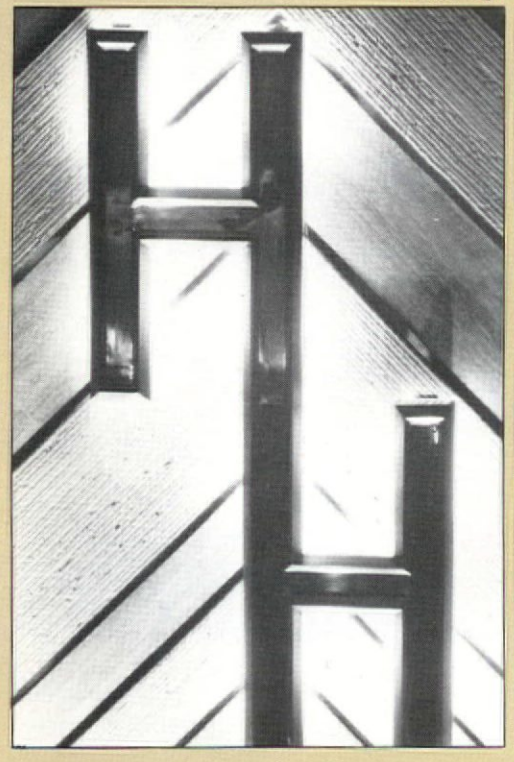
SIGNAGE

Special look created by new finishes

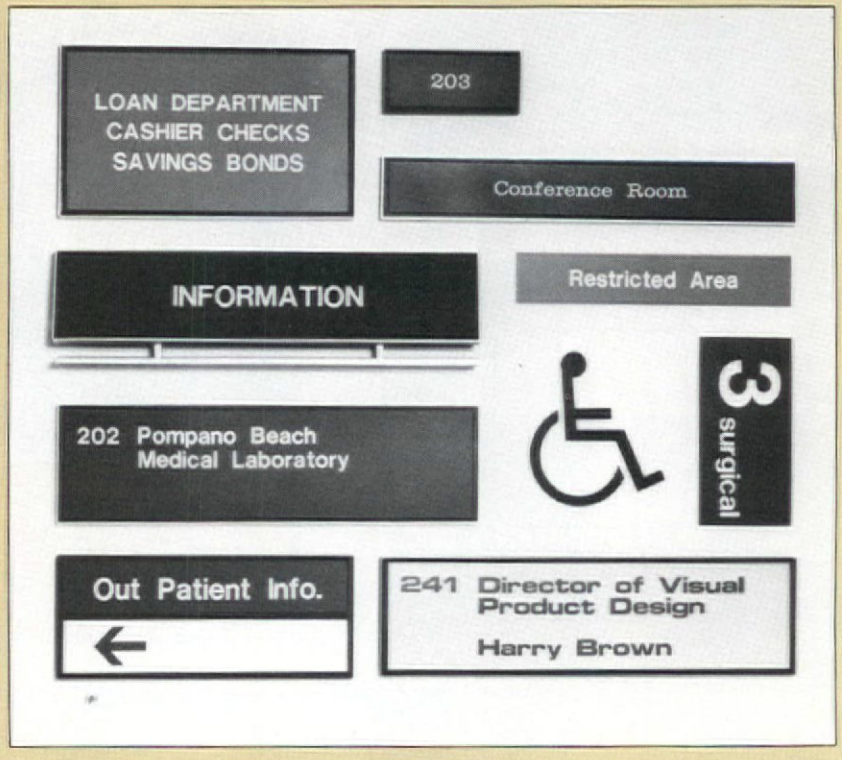


Best

Walter Sign



D & B



Consolidated Aluminum



Best Manufacturing Co.—Solid oak sign is printed via a process of Best Sign Systems. The process allows black or white graphics to be carved into many materials. This sign is framed in bronze anodized aluminum with sanding for highlight. **Circle No. 244.**

Walter Sign Corp. — Bronze prismatic style logo depicts customized signage available from this firm. Sculpture, plaques, lettering, and artwork are offered. Contracted signage for the New York Harley Hotel is shown. **Circle No. 252.**

D & B Graphic Signage—Uniform identification plan ranges from wall and door mounts to desk plates. Matte finish plexiglas insert is available in 13 colors with four typefaces. Type image is inlaid under heat and pressure, and units are framed in anodized aluminum. Mounted units may be drilled or applied with adhesive. **Circle No. 296.**



Cooper Architectural



Scovill

Consolidated Aluminum—Alucobond (opp. page) material forms exterior sign. Two thin aluminum sheets have a thermoplastic core, and are available in custom sizes. Pre-finished colors remain consistent. **Circle No. 295.**

Cooper Architectural Signs—New bevel-edge and wood-edge signage is available in various sizes. Bevel systems are clear acrylic with many typefaces and colors offered. The wood collection has acrylic plaque insert with bullnosed edges. Corners are square or radius. **Circle No. 247.**

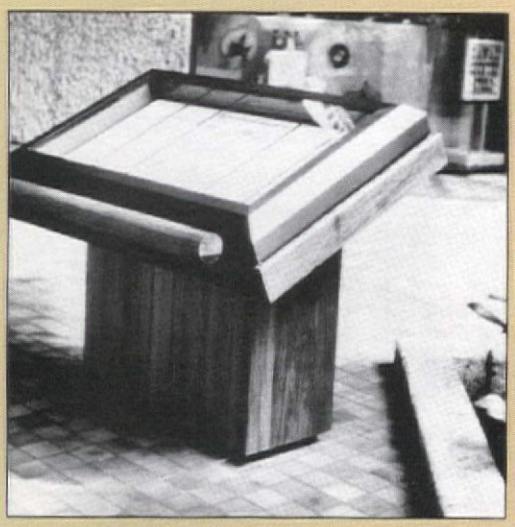
Scovill—Barrier-free sign meets existing governmental requirements. An emergency powerpak provides 90 minutes of light during power failures. From the NuTone/Sterling division. **Circle No. 201.**

Karman Ltd.—Shopping mall directory shows floorplan mounted under glass. Graphics are of multicolored acrylic silkscreen. Solid teak base supports and frames directory. Designed by Clarence Lee Design of Honolulu for the Royal Hawaiian Center, Honolulu. **Circle No. 248.**

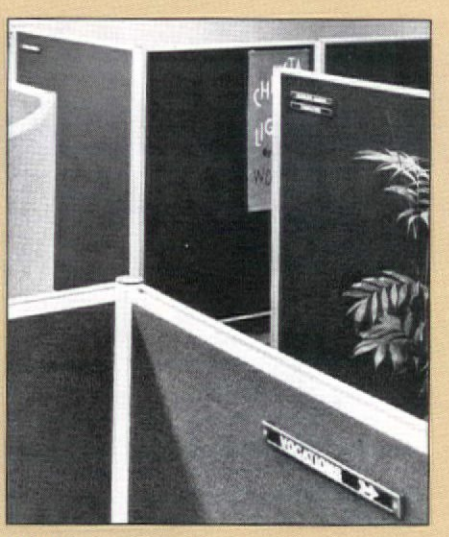
Namesign—Nameplates or directional signs adhere to wall carpeting in open office landscape for easy removal and additions. The signs mount with Velcro, and are also available with adhesive and magnetic backings. **Circle No. 203.**

Reynolds/Leteron Co.—Signage system consists of pre-spaced, pressure sensitive words, punctuation, and numbers. Four typefaces are available in many sizes and colors. Application may be indoor or outdoor for menu boards, directories, and retail/trade displays. **Circle No. 249.**

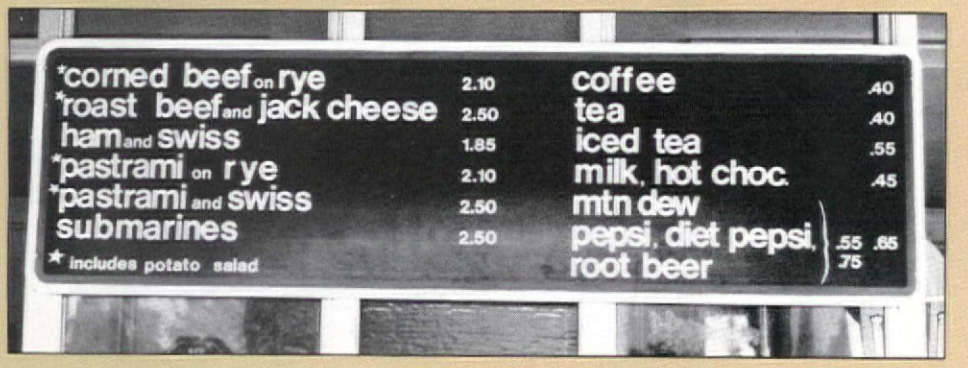
Polyplastic Forms Inc.—A polystyrene core and laminated veneer coating make up Durafoam sign lettering. Product comes in 21 stock typefaces and can be painted any color. Custom shapes are also available. Letters are lightweight and completely waterproof. Mounting can vary for permanent or temporary application. The plastic signage is being installed in Singer stores nationwide. **Circle No. 208.**



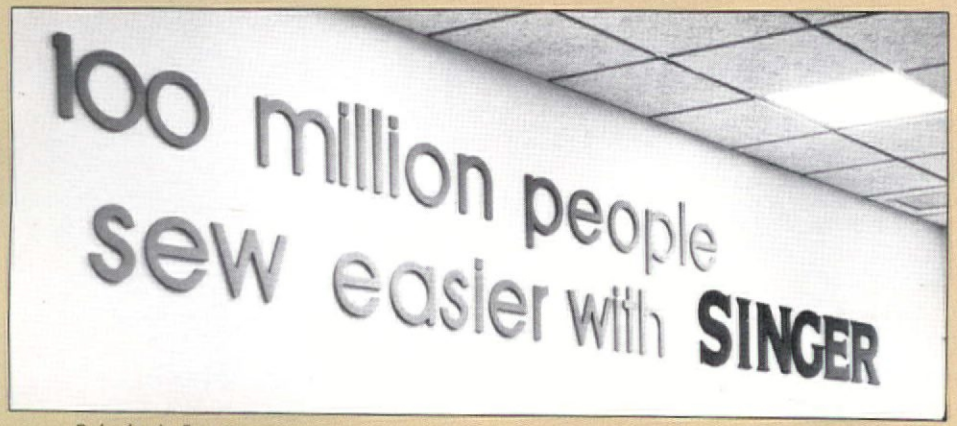
Karman



Namesign



Leteron



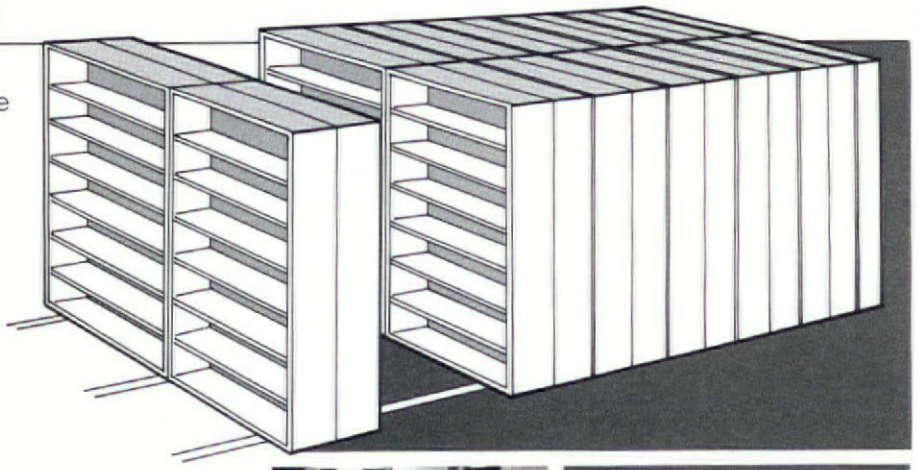
Polyplastic Forms

More signage on pg. 117

Angle Steel adds Data-Case™ line of high density filing systems and we're inviting you

to help us penetrate this fast growing market where the average sale has increased to over $15,000.

And is still climbing!



We're looking for dealers who want to take advantage of what may be the best profit opportunity in the business today — the market for mobile and stationary filing systems that increase capacity up to 400% in the same floorspace.

With office space at an all-time premium, and no end in sight to the need for records storage, it's easy to see why the demand for high density systems is steadily increasing — and why so many dealers are on the lookout for quality lines to satisfy that demand.

But why Data-Case?

SELL DATA-CASE WITH TOTAL CONFIDENCE

The Data-Case line includes a complete range of components that equip you to satisfy virtually any filing application; library, medical, EDP, legal or standard in a wide choice of contemporary colors. All from a single source.

But, what about quality?

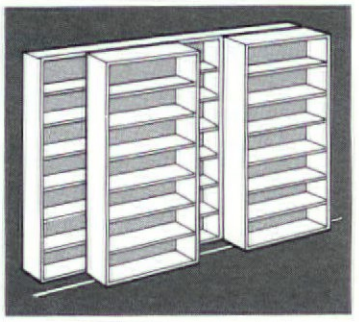
Data-Case components are completely fabricated from cold-rolled steel — no particle board or aluminum. Double-wall end panels far exceed industry load bearing requirements, rigid 18 gauge steel shelves support full loads easily without sagging, and the units are mounted on heavy duty 16 gauge bases. This sturdy construction means the kind of long-lasting trouble-free operation that minimizes after-sale service.

DEAL WITH A SUPPLIER WHO KNOWS WHAT YOU NEED

The Data-Case line may be new to Angle Steel, but Angle Steel is definitely not new to the business. We've been manufacturing and marketing durable metal furniture for over 70 years. So we know from experience, just the kind of support you need from us to profit from handling our lines.

The Angle Steel program includes support with advertising and promotion, free room layout and planning services, assurance of quick delivery from factory stocks, and a pricing structure that demonstrates our interest in finding the right dealers.





TAKE THE NEXT STEP— GET THE WHOLE STORY

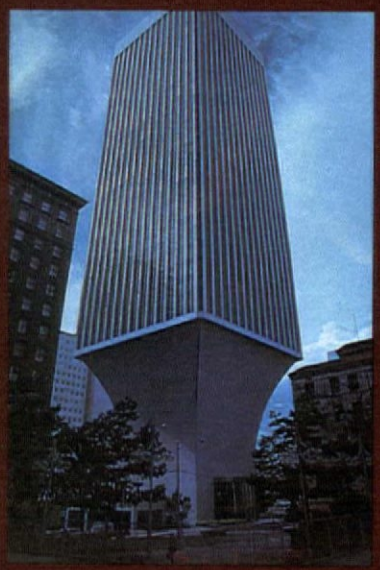
There's a lot more to learn about Data-Case and Angle Steel. We'd like to send you a free information kit with literature on the product line, specifications, pricing and terms, and more. Just circle our number on the reader service card or call us at (616) 685-6913 for a quick preview from our Data-Case representative.

ANGLE STEEL™

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PLAINWELL, MI 49080
PHONE (616) 685-6831
DIVISION OF KEWAUNEE SCIENTIFIC EQUIPMENT CORPORATION



Zefran® Blend CR-4—a major reason why the carpet in Seattle's Rainier Bank Tower plaza has a great performance record.



In Seattle's wet climate, the heavily-used plaza gets a lot of soiling. It also contains food facilities, so spillages are frequent. Although the carpet was installed nearly 4 years ago, "**we are able to easily remove the spots, keep the carpet clean and maintain the appearance . . .**," comments David C. Cortelyou, Senior Vice President of UNICO, the building's developers.

Good cleanability is just one of the benefits specifiers can count on with a carpet of Zefran Blend CR-4. For this Badische acrylic/nylon spun yarn combines the best features of both fibers. From the acrylic, a carpet gains woolishly-rich aesthetics, color clarity, and a subtle luster; while the nylon contributes strength, abrasion resistance, and durability.

The plaza carpet is one of many contract carpets made of Zefran Blend CR-4—Performance Certified and traffic classified by Badische for specific installation use. To see them all, write for our latest Contract Carpet Selection and Specifications Guide. Badische Corporation, Williamsburg, Virginia 23185.

Free specifying help is always available from our Contract Carpet Consultants Service. Call (804) 887-6573 or the consultant in your area.

Northeast Area	Gus Kratsios	(212) 730-4345
Southwest Area	William Borges	(214) 352-2324
Midwest Area	Nancy Holton	(312) 527-0066
West Coast Area	Patricia Nasrallah	(213) 636-2101
Southeast Area	Julienne Hillyer	(404) 424-9100
Mid-Atlantic Area	Sharon Mohney	(804) 887-6441
Canada	Badische Canada, Ltd.	(613) 725-3685

Badische

Badische Corporation
Williamsburg, VA 23185

Member of the BASF Group BASF

Zefran® is a registered trademark owned by Badische Corporation.

Circle 51 on reader service card

We get pulled, yanked, kicked, pierced, glued, unglued and even more. And we love it.



We're Jute, the backing that makes the carpet

Can a backing really make a carpet? Yes, even break it. Ugly things can happen to beautiful carpets with less than jute. Get the facts and you'll specify jute . . . proven in countless commercial, industrial and institutional locations.

- Anti-ripple backing, can hardly be overstretched. "Remembers" to snap back taut. No rigid stretch tolerances as with synthetics which, when exceeded, can extend and buckle.
- Thermally insensitive jute takes full seaming iron heat, liquifying adhesive for free flow, strong bond. Low-melt synthetic backings limit iron heat.
- Eases removal of glued down carpets, generally intact for re-use.
- Has natural porosity to trap and retain adhesive in hot-melt tape seaming and glue-down. Bonds mechanically, the way most adhesives are formulated.
- Jute's thermal insensitivity lessens need for acclimatizing carpets before installation in cold locations.
- Helps qualified carpets pass accepted flammability, smoke density, toxicity tests (pill, Steiner, tunnel, critical radiant heat flux, etc.)

SEND FOR FREE LITERATURE, INCLUDING ARCHITECTURAL GUIDE SPECIFICATION ON INSTALLATION PROCEDURES

THE NATURAL FIBRE • JUTE • LA FIBRE NATURELLE • JUTE • DIE NATUR FASER

sirino - an award winning classic



1981 IBD silver medallion design award

brayton international collection

sirino: design by michael knoll

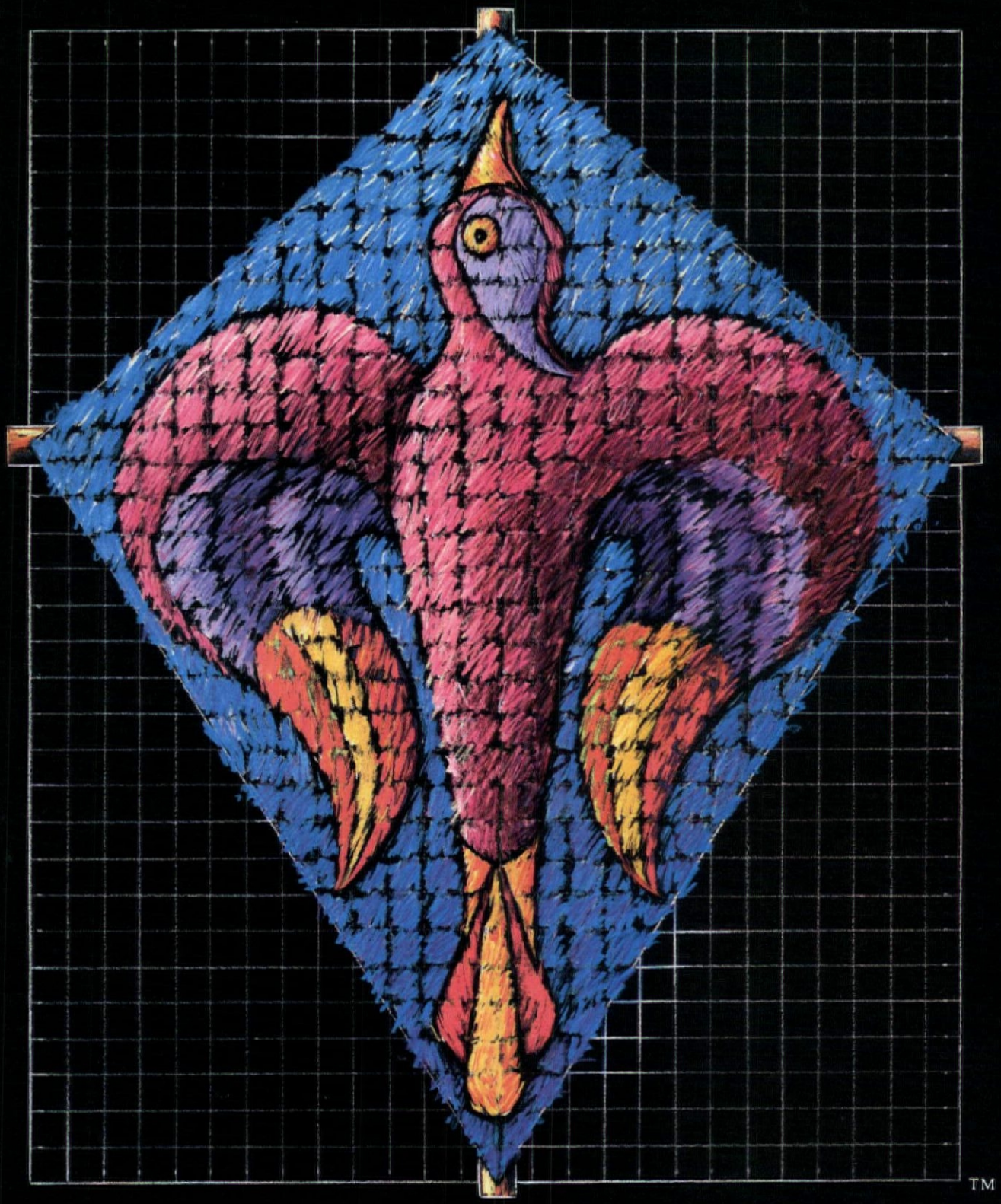
walter k. collection

HEADQUARTERS: P.O. BOX 7288, HIGH POINT, N.C. 919/434-4151, TELEX 578431

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CHICAGO	312/822-0711	HOUSTON	713/523-4900	NEW YORK	212/371-6131
DALLAS	214/747-7130	LOS ANGELES	213/652-5450	ST. LOUIS	314/241-8431

Circle 53 on reader service card



TM

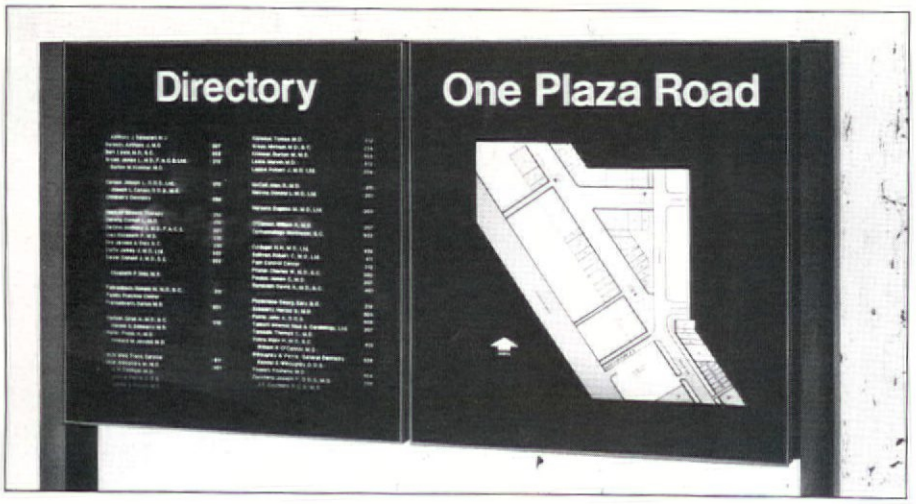
INSPIRING.
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- Donghia Showrooms, Inc.
- Maxeen's
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- Surface Materials
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For more information, contact
The Ohio Design Centre,
23533 Mercantile Rd., Beachwood, OH 44122
(216) 831-1245

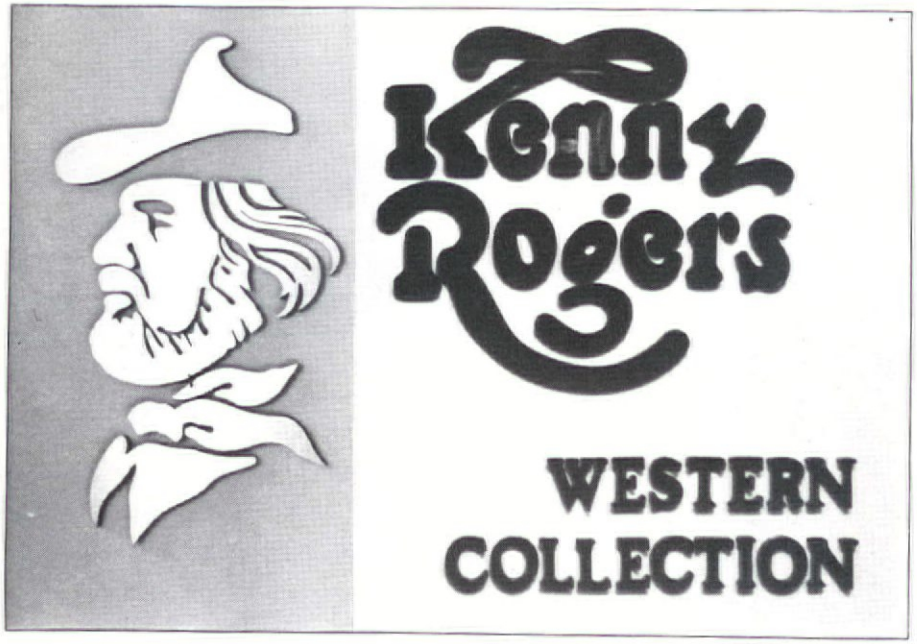
Circle 92 on reader service card



Spanjer



I.D. Graphics



WDID



Fox Carved

Customization proves essential

Post-mounted illuminated strip directory from **Spanjer Brothers Inc.** has extruded aluminum finish to match posts. The unit contains a smoke gray glass face with negative directory strips. Directory strips are clear acrylic with an overlapping edge to block out light. A diffusor behind the copy strip allows copy to show when illuminated. Strips are interchangeable and diffusor is removable. The unit is lit by vertical fluorescent fixtures. **Circle No. 209.**

Nameplate directory system has changeable steel strips. White lettering is applied in-house by transfer method. The frame is anodized aluminum, available in bronze, black, or natural from **I.D. Graphics. Circle No. 205.**

Wooden signage is designed and built according to site description, zoning, budgeting, and image by **Fox Carved Signs.** Sculpturing and logos can be done and a variety of stains, finishes, and trims are available. Custom sketches and cost estimates are available. **Circle No. 245.**

Custom signage department at **Window Display & Interior Design Inc.** will hand-cut logos and lettering in assorted materials, finishes, colors, and sizes to individual specification. In-house design staff is available. Firm also specializes in custom neon and programmable electronic signage. Custom logo for Kenny Rogers western wear is shown. **Circle No. 294.**

Genuine Teak.



Regent Pattern Parquet of 12" x 12" blocks with slightly beveled edge and prefinished with penetrating sealer.

Genuine Teak. The most cherished wood in the world. The ultimate for floor beauty. Available in a vast variety of prefinished and job-finished patterns. See our catalog in Sweet's (S). Write for Teak sample and color portfolio. Free to trade.

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BANGKOK INDUSTRIES, INC.
Gillingham & Worth Sts.
Philadelphia, PA 19124
215/537-5800

Circle 55 on reader service card

Circle 57 on reader service card

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- **Conference tables**

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CHAIR AND TABLE TRUCKS

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Some Sales Territories Open

FREE INFORMATION FAST

Use handy Reader Service Card for quick and convenient response to products displayed in this issue.

The skill that stitched this channel made this chair a Gregson.

Each skill that goes into making a Gregson becomes a part of it. Each detail of workmanship is a reminder of the skilled hands that shaped it. The result is a chair that lasts for years because it's a Gregson down to each channel.

Discover the pleasure of getting together with a Gregson.

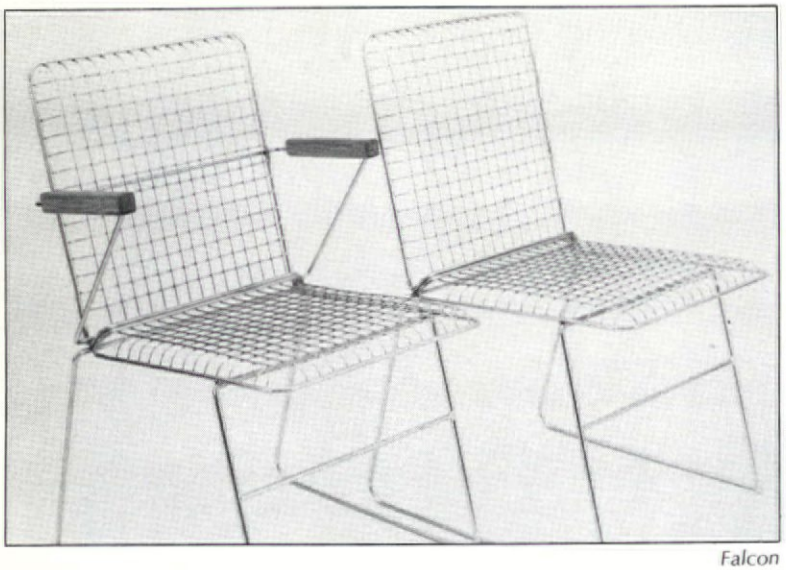
BIFMA Member



Gregson Furniture Industries, Liberty, N.C. 27298

Showrooms: Chicago Merchandise Mart/Dallas World Trade Center/ Denver-1940 Blake Street/New York Furniture Exchange/Seattle-915 Western Avenue/Liberty, North Carolina.

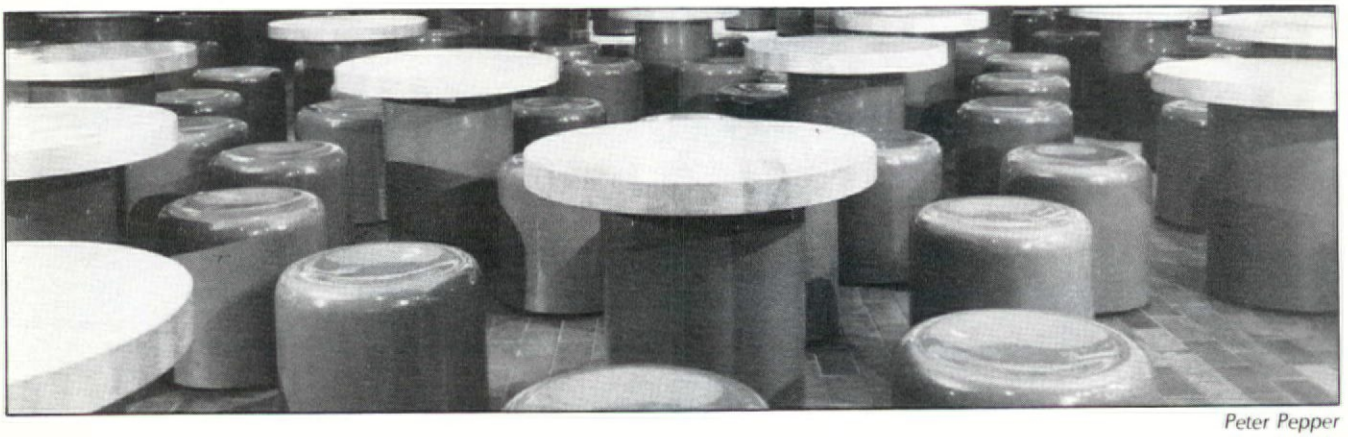
Circle 58 on reader service card



Falcon



Pouliot



Peter Pepper

Metal lines fight weather

For indoor or outdoor use, two groups of welded wire seating chair lines are available from **Falcon.** Designed by Bruce Hannah and Andre Grasso, the grid chair collection includes functional stacking chairs with seat and backs made of a steel wire grid pattern with one-inch openings. **Circle No. 316.**

Peter Pepper Products Canadian affiliate Plastiglas Industries furnished 280-seat coffee shop in Ontario Hydro Building's underground mall with molded stools and round columnar tables. Latter have laminated butcher block tops, 28-in. high by 30-in. diameter top. Stool is 17-in. high by 18-in. wide. **Circle No. 318.**

Trees with natural wood trunks and preserved or polyester leaves stand up to 18-ft. high. They are shown in fiberglass planters with attached wooden benches. From **Pouliot Designs. Circle No. 319.**

A new series of street furniture has been introduced by **Forms & Surfaces** specifically for use in heavy traffic and severe climate areas. Constructed of metal tubular legs with frames of either wire mesh or wood, the group includes single and back-to-back benches, several chairs, stadium seats, and chaise lounges. Metal is coated with a glossy, durable finish that resists marring and corrosion. All products can be used portably or can be furnished with rigid ground attachment devices. **Circle No. 314.**

Krueger's Wilkhahn 1200 tandem seating line, designed by Frisco Kramer, is available in two-place multiples; may be extended to any length. Molded fiberglass shells feature a small parcel shelf at top, with seat or seat-and-backrest options. Cast aluminum legs are available in natural or powder coated finish. **Circle No. 315.**



Forms & Surfaces

Krueger



The Plexiglas® Palette



87 Standard Colors for Maximum Design Choice

Plexiglas® brand acrylic sheet is available in a wide range of standard transparent, translucent and opaque colors and in seven patterns to meet your design needs. To get your copy of our new color brochure, circle the reader service number or write to Rohm and Haas Company, Independence Mall West, Philadelphia, PA 19105. Attn: Marketing Services Department.

ROHM AND HAAS
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Plexiglas acrylic plastic is a combustible thermoplastic. Observe fire precautions appropriate for comparable forms of wood. For building uses, check code approvals. Impact resistance a factor of thickness. Avoid exposure to heat or aromatic solvents. Clean with soap and water. Avoid abrasives.

Circle 59 on reader service card



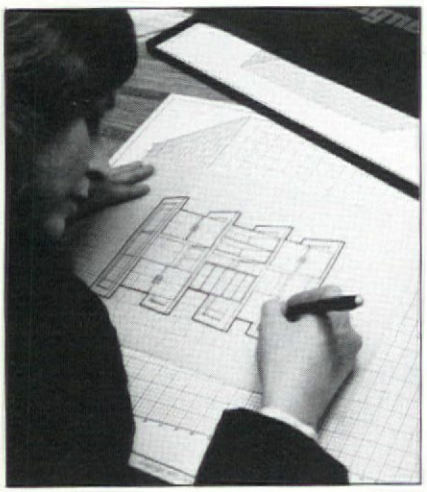
Breakthrough made in breakfronts

Naomi Gale combines 20th century function with 18th century design. Crafted of mahogany, unit stands 90-in. high. Modular units, 36-in. wide, can be interlocked in a wall system. Doors hide pull-out swivel TV table, mirrored drop-front bar/desk, and pull-out stereo shelf. **Circle No. 308.**



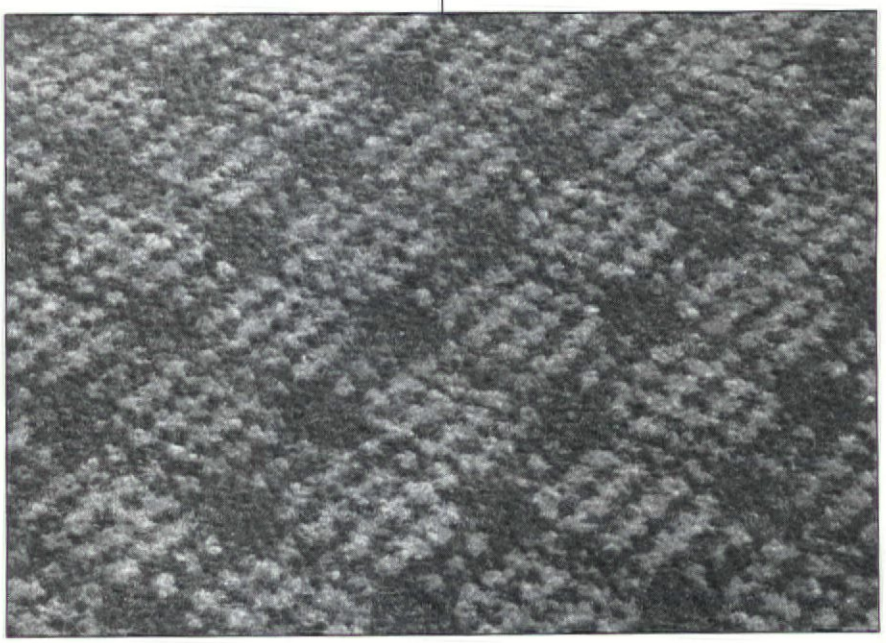
Software line shows versatility

Accounting, order entry, inventory control, text processing, and graphics preparation tasks may be completed from six workstations with a small computer from **Hewlett-Packard.** Mass memory system for storage and retrieval is incorporated. Ready-to-use software packages are available. HP 250/30 model is shown. **Circle No. 312.**



Architectural grids provide accuracy

Set of grids for drafting include eight exterior perspectives, four interior perspectives, three planview/elevations, and one oblique paraline. From **Kleidon & Associates,** the architectural grids are part of the designer grid series. **Circle No. 307.**



Tufting technique involves computers

Cut-pile commercial carpeting line from **Armstrong** employs a computerized tufting technique. The Grand Edition collection is stock-dyed Antron III staple nylon yarn tufted on a 1/8-in. gauge machine at 38-oz. face weight. Small scale designs are featured in the line. **Circle No. 311.**

Chances are, you look very closely at carpet fiber, texture, and face in your search for a carpet that will look good and wear well for a long time.

The fact is, however, that even the best carpet available won't hold up very long if the carpet backing doesn't. And, many backings don't.

Fortunately, there is a unique alternative. VORACEL* urethane unitary carpet backing. From Dow Chemical U.S.A.

VORACEL backing is unlike other types of carpet backing. It is applied directly to the primary backing during the manufacturing process. So the urethane thoroughly penetrates the yarn tufts and locks them in, to form a totally integrated carpet.

The result is a dramatically longer wearing carpet.

For example, carpet with VORACEL backing and other backings were subjected to tests simulating grueling office traffic and wear. When all the other samples had either delaminated or shown signs of wear, the carpet with VORACEL backing was tested 30% longer — and still showed no measurable signs of wear.

The reason is the strength of urethane tuft lock. That's why fibers won't pull out. Edges won't ravel. Seams and repairs are virtually invisible.

Wet cleaning won't accelerate delamination nor resoiling. And, moisture, mildew, and mold won't penetrate the VORACEL backing the way they do backings made with water-based latex compounds.

All of these benefits contribute to exceptional wearability. That's one reason why thousands of yards of carpet with VORACEL backing have been installed in offices, airports, schools and lodging facilities — even in sports arenas.

Look at the facts behind VORACEL backing, you'll see the proof for yourself.

Write for our free brochure: Dow Chemical U.S.A., Organic Chemicals Department, 9008 Building, Midland, Michigan 48640. Or call toll-free: (800)248-9160. In Michigan: (517)636-6251.

Or, contact one of the mills offering carpet with VORACEL backing:

Berven of California (209)268-0771
Galaxy Carpet Mills (312)593-0555
Shaw Industries (404) 278-3812
Trend Carpets (404)291-5000
Wunda Weve Carpets (803)298-9116

VORACEL carpet backing. Without it, even the best fiber may not be enough.

VORACEL*

Brand Urethane Unitary Carpet Backing



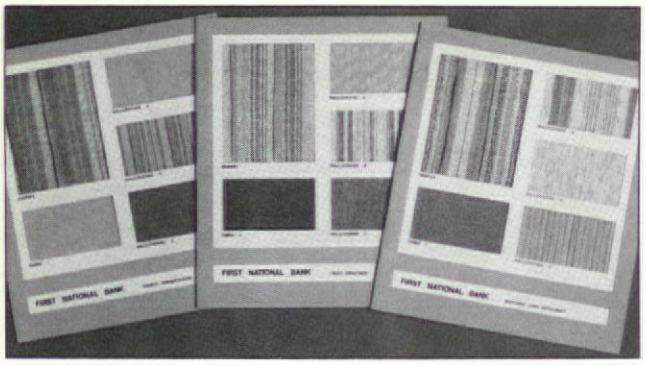
The urethane VORACEL backing penetrates the yarn tufts and locks them in. That produces a totally integrated carpet with high tuft lock and exceptional wearability.

Take time to look at the carpet backing, too.

DOW

*Trademark of The Dow Chemical Company

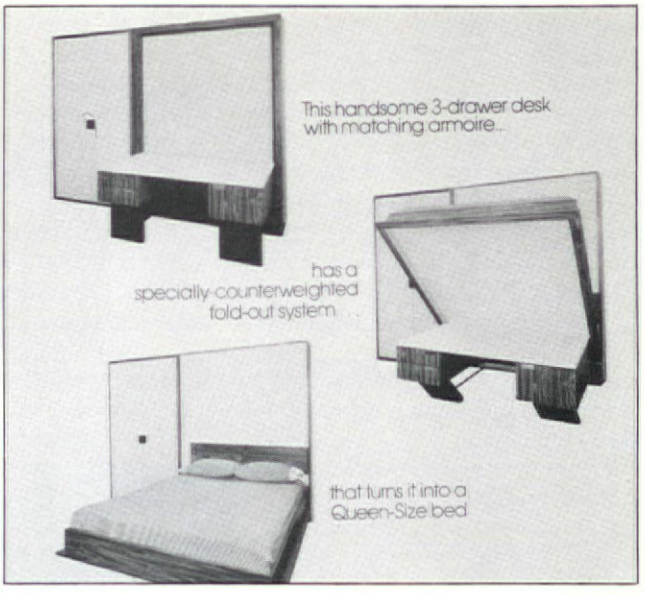
Circle 61 on reader service card.



TEXTILE COLLECTION IS TRIPLE TREAT

Coordinating wallcovering, upholstery, and draperies are offered in the Crown Jewel Textile Collection from S.R. Wood Inc. The line is class A fire rated and the upholstery is Scotchgard protected. Cut yardage is available.

Circle 345 on reader service card



FABRIC LINE GETS INTO SECOND GEAR

Gear II prints from Cohama/Riverdale are 100 percent cotton with Scotchgard protective finish. Patterns include small prints and checks in subtle hues.

Circle 346 on reader service card



HIDADESK USEFUL DAY AND NIGHT

Multi-environmental space is possible with a desk/bed duo from Optimum Space System. Hidadesk units feature a three-drawer executive desk with a fold-down queen-size bed. Patented elements include a steel frame, torsion bar for easy lift, and aluminum bed frame. The bed, 23-in. high when folded onto the desktop, self-locks in upright position.

Circle 347 on reader service card

Modular Chrome Merchandising System by Unicube

They're versatile! A wide range of accessories provide flexible and distinctive display of fashion, giftware, consumer electronics, housewares — you name it.

Unicube's gleaming mirror chrome modules go a long way — in a line or offset — merchandising 1, 3 or 99 units from either side. They can be used in aisles, windows, around columns or perimeters.

Assembly is fast and easy, too. And because Unicube uses stock components, you get prompt delivery. All this adds up to a unique, and economical display system.

Curved corner modules shown are available in 2" and 1 1/4" diameter chrome slotted tubing. Other systems include 1/2" and 3/4" diameter chrome tubing and connectors.

For more information: Unicube Corp., 540 Manida Street, Bronx, N.Y. 10474. Tel: 212/378-1700.

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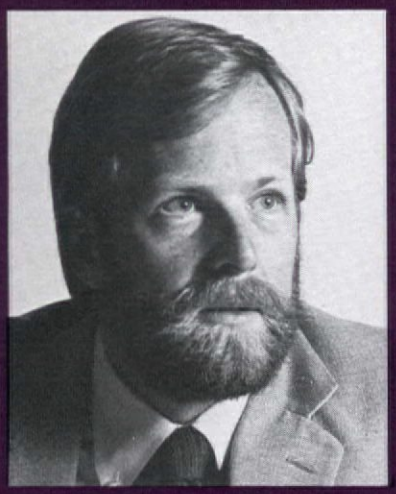


Circle 62 on reader service card

S.M. Hexter
announces the 24th annual
Awards Program for the Interiors of the Year

To recognize and commend the achievement of American Interior Designers in 1981

The JUDGES:



David F. Cooke, FIBD, National President
Institute of Business Designers
Vice President/Design Collective, Inc. Columbus, Oh.



Muriel R. Chess, ASID, Editor
The Designer Magazine
New York, N.Y.



Dede Draper, FASID
Shaw & Draper, Inc.
New York, N.Y.



R. Michael Brown, FASID
Interior Designer
New York, N.Y.



Gloria Jean Blake, Editor-in-Chief
Florida Designers Quarterly
Miami, Fla.

Deadline for entries: Friday February 26, 1982
Two 1st awards will be presented. One for residential design and one for non-residential design. The winner in each category will receive $2,500.

Entry forms available at all Hexter showrooms, representatives or by writing: S.M. Hexter, 2800 Superior Avenue, Cleveland, Ohio 44114

Showrooms: New York, D&D Building, 979 Third Avenue (212) 355-5587; Cleveland, 2800 Superior Avenue (216) 696-0146; Chicago, Space 6-136, Merchandise Mart; Los Angeles, Pacific Design Center; Atlanta, Boston, Cincinnati, Dallas, Denver, Detroit, Hawaii, Miami, Minneapolis, Philadelphia, Phoenix, San Francisco, St. Louis, Toronto, Vancouver.

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Circle 64 on reader service card

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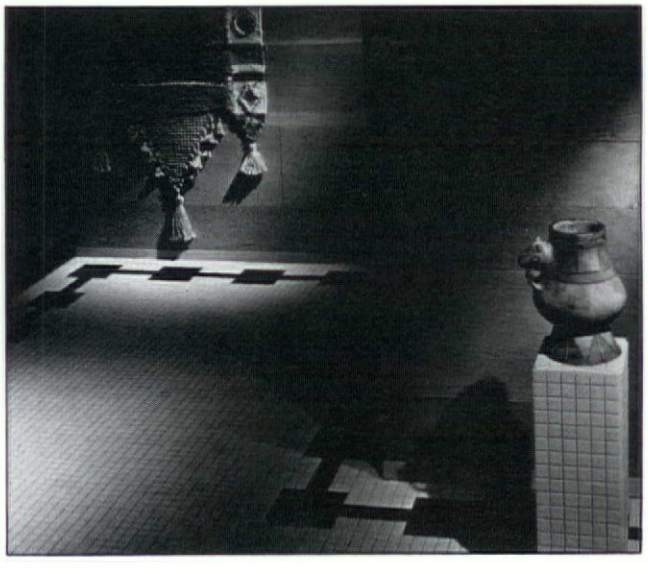
PRODUCTS & SERVICES



METALLIC PRINTS GLITTER WITH GOLD

Tiny prints and geometric patterns combine cotton and lurex, a metallic yarn of plastic-coated aluminum. The lightweight lame fabrics from Zumsteg Inc. resist tarnish. Material comes in 50- and 59-in. widths. Punto, Quadrille, and Fleur de Fleur patterns are shown.

Circle 306 on reader service card



CERAMIC TILE FOUND IN WIDE COLOR RANGE

Winburn Tile Mfg. offers unglazed ceramic tile in 1 - by 1-in. modular configurations. Design shown is available in any custom coloration. Border designs come in pre-mounted full sheets for easy installation.

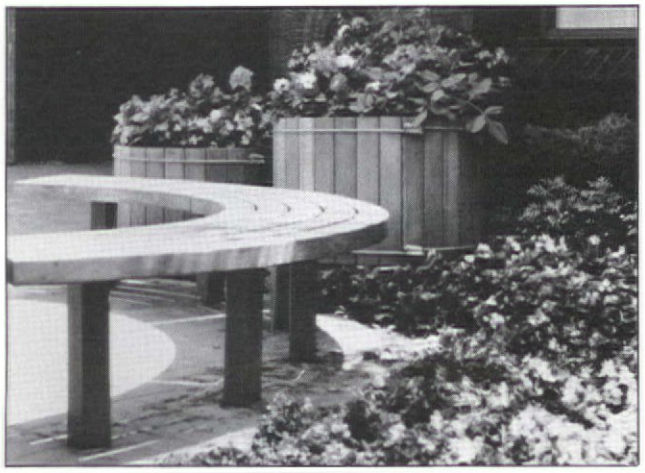
Circle 229 on reader service card



SHADY ARRANGEMENT SAVES ENERGY

Vertical shades from Allied Corp. are made of vinyl-coated polyester for a 90 percent shade factor. The fabrics are waterproof, fire retardant, and soil and mildew resistant. Shades may be ordered in any width or length and a variety of colors. Straw pattern verticals are shown.

Circle 310 on reader service card



FURNISHINGS SUIT OUTDOOR ENVIRONMENT

Sitecraft by Rosenwach planters and benches combine to enhance the outdoor environment. Shipped fully assembled, planters are pre-drilled for mounting brackets and assembling bench sections. Staves are 2-in. thick and are tongue and grooved, beveled, or square cut. Hoops are galvanized steel with malleable iron lugs. Available in custom sizes, finishes, and woods with PVC liners for interior use.

Circle 317 on reader service card

Circle 66 on reader service card

Connectors+Tubes+Imagination

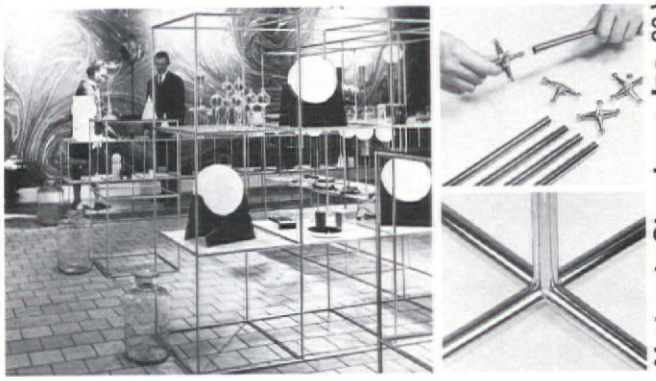
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Detail: Electa table with glass top and mirror chrome base. Designer: Alexis Yermakov.

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SYSTEMS FOR THE 80's

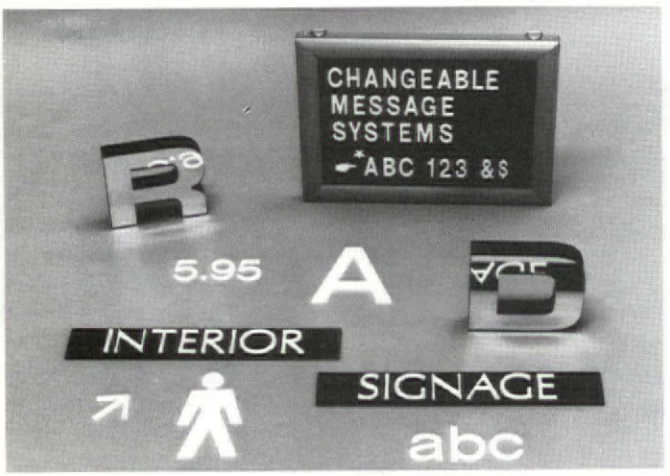


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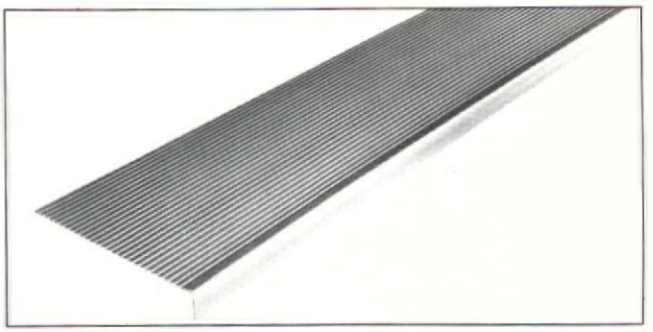
PRODUCTS & SERVICES



SANDCAST TILES WITHSTAND WEATHER

Reverse-image casting can be customized for individual sandcast tiles. Sculpture Walls tiles range upward in size from 12- by 12-in. and are suited for interior or exterior application. Three-dimensional tiles may also be used as hangings, tabletops, partitions, and panels.

Circle 309 on reader service card



PREVENT SLIPPERY STAIRS WITH TRACTION

Johnsonite's line of vinyl and rubber stair treads come in nine styles and patterns. Treads feature two 1-in. abrasive strips for traction. Lengths range from 36- to 96-in. in vinyl and 36- to 72-in. in rubber. Vinyl colors are black, brown, sandalwood and beige. Rubber treads are available in a selection of marbleized colors as well as solid black.

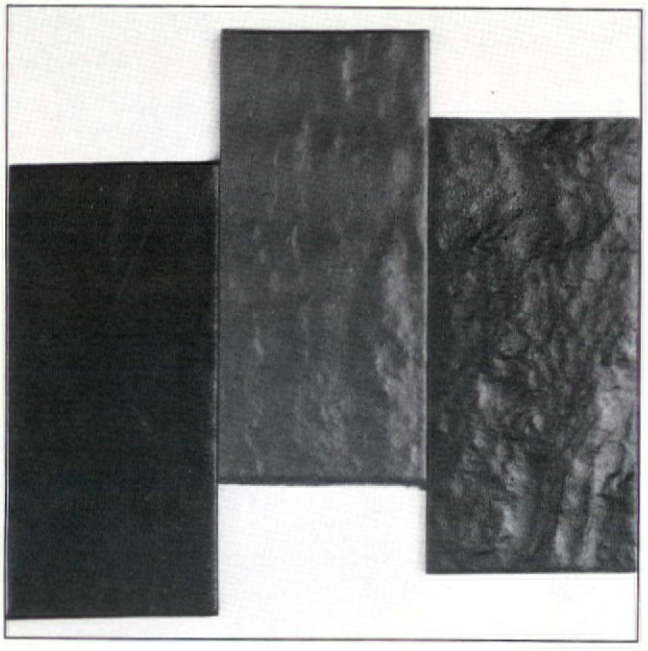
Cicle 238 on reader service card



SIGN DESIGN ACCOMMODATES MOVING MESSAGES

Motionlite by Litelab holds four lines of programmable moving characters for message display. Constructed of extruded aluminum, unit is fused for three amps and rated for 50,000 hours. CRT previews messages and stores 70 additional. Options include tape recorder, teletype interface, telephone modem, custom programs, and time/temperature readings.

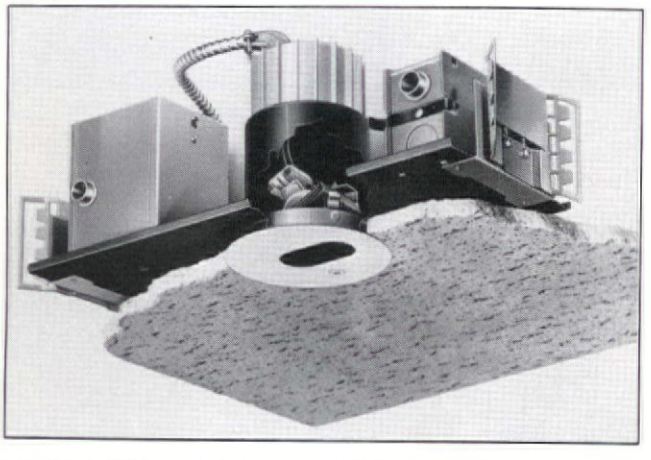
Circle 326 on reader service card



SYNTHETIC FLOORING IS THE REAL THING

Noraslate is a new addition to Nora Flooring line of 100 percent synthetic, rubber flooring. Available in red, gray and black, Noraslate is permanently self-waxing and slip resistant. It may be installed over existing terrazzo or quarry tile.

Circle 227 on reader service card



ENERGY EFFICIENCY KEYS LIGHTING

Low-voltage, energy-saving downlights and accent lights offer economical illumination control. Developed for commercial buildings by Capri Lighting, dimmable fixtures use high-intensity lamps that reduce energy consumption by 60 percent. **Circle 214 on reader service card**

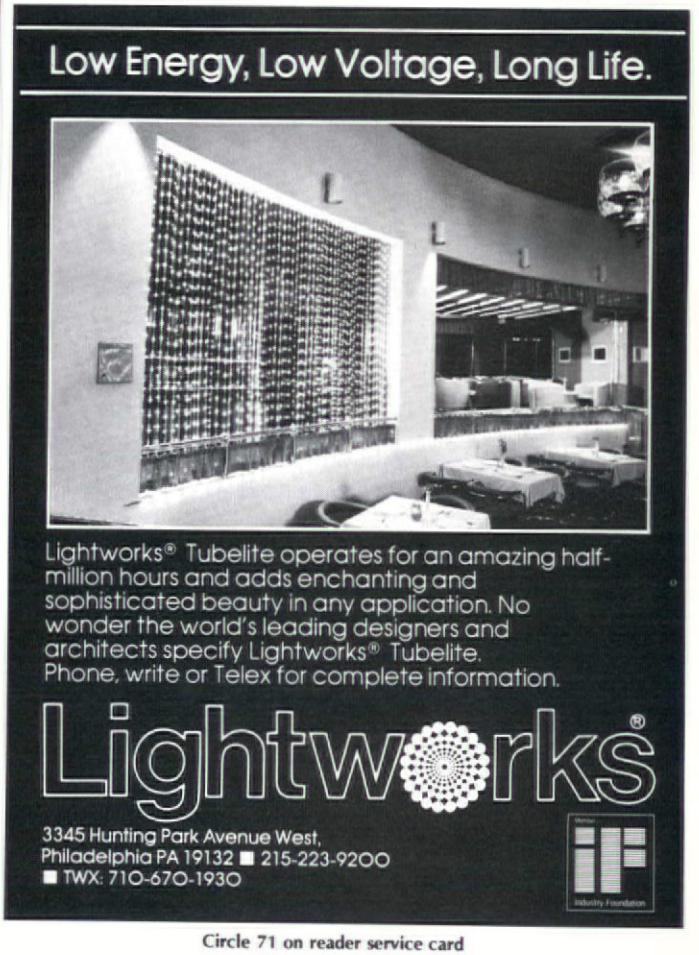
FIRMS GO BACK-TO-BACK IN CARPETING

Floorcoverings division of Dan River Inc. and The Dow Chemical Co. combine carpeting and backing for commercial use. Unitary backing offers resiliency, and resistance to pilling, fuzzing, damage, and moisture. Voracel material provides backing for Wunda Weve and Dan River carpet designs.

Circle 329 on reader service card

Circle 70 on reader service card





Circle 71 on reader service card

February CONTRACT: Health Care "Executive Buyer Edition"

Read by 5,000 administrators at hospitals, nursing homes, geriatric centers, etc., in addition to regular 28,000 specifier/buyer audience!



For Readers: Important health care furniture/furnishings market, product & design data

For Advertisers: Exposure to more than 33,000 contract specifier/buyers, including 5,000 influential health care end-users

The February CONTRACT Health Care "Executive Buyer Edition" brings advertisers, more than 28,000* readers and 5,000 high-level health care executives together to learn more about all aspects of the health care furniture/furnishings market...and offers advertisers exposure to 33,500 key contract purchasing influentials, including important health care end-users...at regular ad rates!

February Ad Deadlines: January 11, orders; January 15, film; January 20, inserts.

*Total audience, including pass-along, is nearly 96,000: AD-Q, 8/80.

Upcoming "Executive Buyer Editions":

April: Hospitality/Restaurants—Specialized contents, plus extra circulation to 5,000 executives at hotels, restaurants, etc. **Space closes March 10.**

June: Government—Government installations, plus extra circulation to 5,000 government purchasing executives. **Space closes May 10.**

August: Commercial Buildings—Remodeling editorial, plus extra circulation to 5,000 commercial building owners and corporate facilities executives. **Space closes July 9.**

October: Banks—Top bank projects, plus extra circulation to 5,000 bank presidents and board chairmen. **Space closes Sept. 10.**

November: Offices—Specialized editorial, plus extra circulation to 5,000 large corporation office managers/facility planners. **Space closes Oct. 8.**

December: Store Planning—Practical information, plus extra circulation to 5,000 planners, developers, and managers of stores, chains and shopping centers. **Space closes Nov. 10.**

Contract

A Gralla Publication/1515 Broadway, 24th Floor, New York, NY 10036/212-869-1300



SET SITE WITH MODULAR DESIGN

Aptus II public area seating in the Metropolitan Collection, is the newest of on-site recoverable designs from Metropolitan Furniture Corp. Modular group has seat width of 21½ in. in one-to-four lengths. Polyester resin arms, cubes, triangular tables, and planters offer unusual design space solutions.

Circle 217 on reader service card



CRYSTAL GLASS FRAMED WITH ALUMINUM

Hirsh Display Fixtures, full view showcases are constructed of aluminum frame with 7/32-in. crystal glass counter top, front, and side panels. Two-piece glass shelves are featured inside. Fixtures are 38-in. high, 20-in. wide, and can be ordered in 48-, 60-, or 70-in. lengths. Recessed bases are covered in handsome woodgrain.

Circle 218 on reader service card



SOFA IS LONG ON SEATING SPACE

Sofa from Royal Lounge Co. Inc. measures 100-in. wide with seat height of 27-in. Cushions are poly and Dacron. Sofa includes self deck bolsters and standard casters.

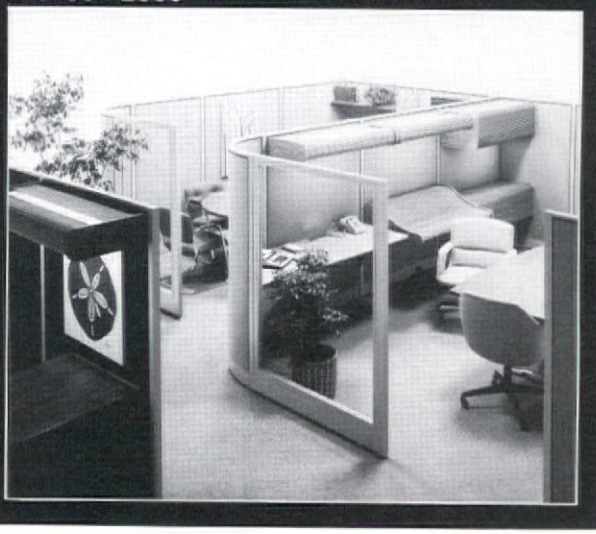
Circle 333 on reader service card

Circle 72 on reader service card

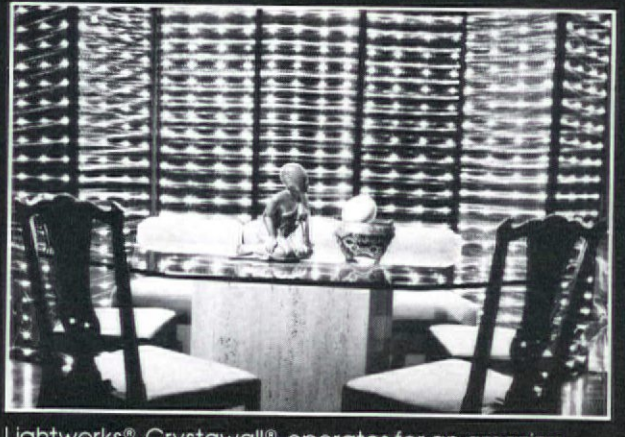
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Circle 74 on reader service card

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than LIBRARY FURNITURE.

WORDEN seating designs have been used successfully in Libraries for years providing durable, good looking, economical solutions. These same proven seating designs are also solving the needs of many public areas, from retail outlets to hospital applications. Literature on these expanded product lines is available from WORDEN or their local representative.



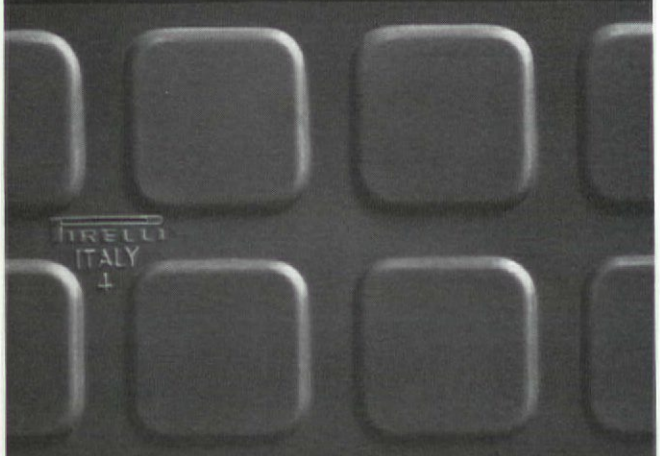
AC-1109-UA lounge chair

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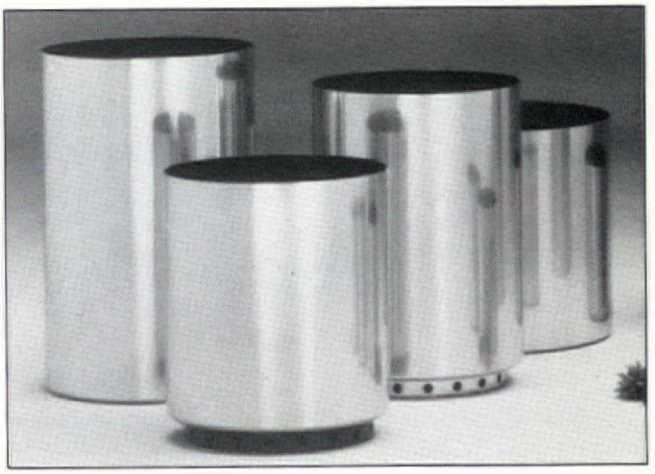
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Circle 75 on reader service card

PRODUCTS & SERVICES



POLISHED CYLINDERS GLEAM WHERE PLANTED

Leyse aluminum collection from G.J. Neville shines through clear exterior coating to set off plant arrangements. Black interior coating resists water. Non-tapered units available in 10-, 12-, 14-, 17-, and 22-in. diameters, varying in height from 11- to 26-in.

Circle 335 on reader service card



SERIES LUMINAIRE MEANS NO GLARE

Pole-mounted luminaires feature one-piece aluminum housing with steel ballast mounting plate. Designed by J.H. Spaulding, Cincinnati, Ohio, lamps suit no glare applications. Hydroformed aluminum reflector produces a square light pattern and lamp accommodates metal halide and high pressure sodium bulbs. Bronze tone finish is standard. J.H. Spaulding is a subsidiary of Kidde Inc.

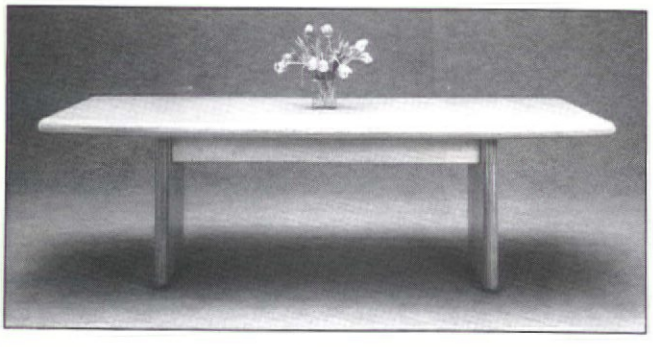
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FIRE STANDARDS AND DESIGN: NO SACRIFICING

Ceiling material from Entol Industries finishes like wood yet meets strict inner city fire regulations. Substance provides zero fire hazard. More than 50 designs are offered. Panels 2- by 2-ft. fit standard ceiling grids and accommodate diffusers, lighting, grills, and mirrors. Coffered ceiling panels (shown) were specified for a Ft. Lauderdale law office by Guy Norman Ltd. Corp., designers.

Circle 337 on reader service card



FINLAND BIRCH DISTINGUISHES LINE

Conference table with birch top and base is available in two top thicknesses and a variety of shapes and lengths. From Procaccino's contract collection, table can be specified with laminated surface and tubular steel base. Series includes occasional, general task, cafeteria, and conference tables.

Circle 348 on reader service card

CONTRACT CARPETS: LANAS MAKES THREE

Scotchgard protects three 100 percent nyloncarpets from Lanas Carpet Co. Inc. One solid and two prints are offered in a variety of colorations.

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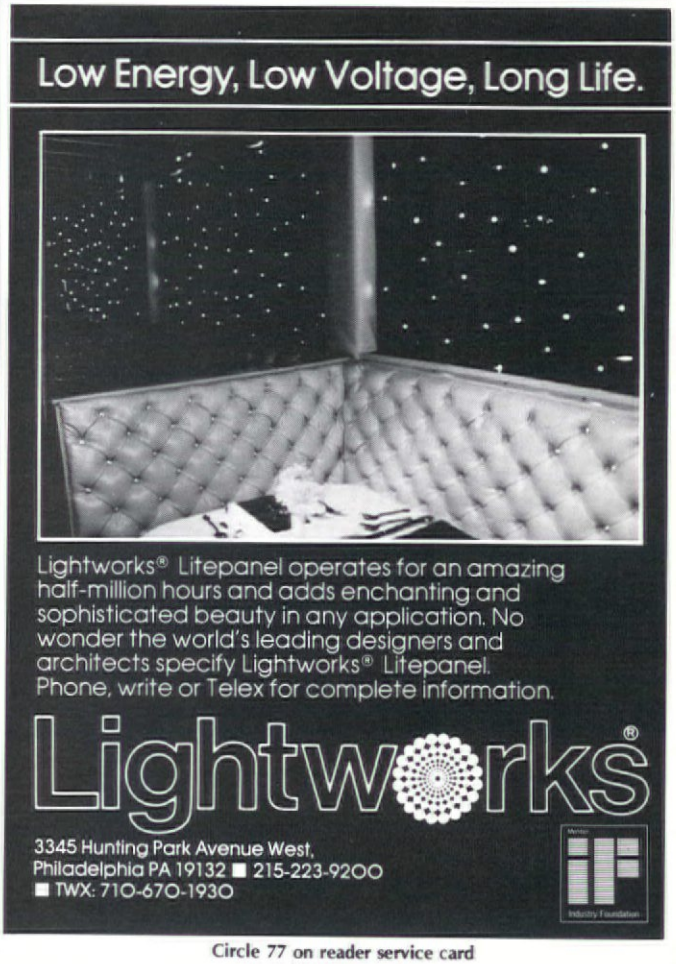
SEAMLESS FLOOR AVAILABLE IN HIGH-GLOSS

Florclad is designed for commercial, industrial and institutional use. Product from Polymer Plastics presents a high-gloss, no-wax surface that can be installed to form a continuous seamless floor. It is available in a range of colors, including metallics, spatters, web and flake designs. VIPoxy Aggregate Flooring is of 100 percent Expoxy topping and matching compound, providing resistance to chemicals, impact, and abrasion. Available in solids and multigranular combinations.

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Circle 76 on reader service card

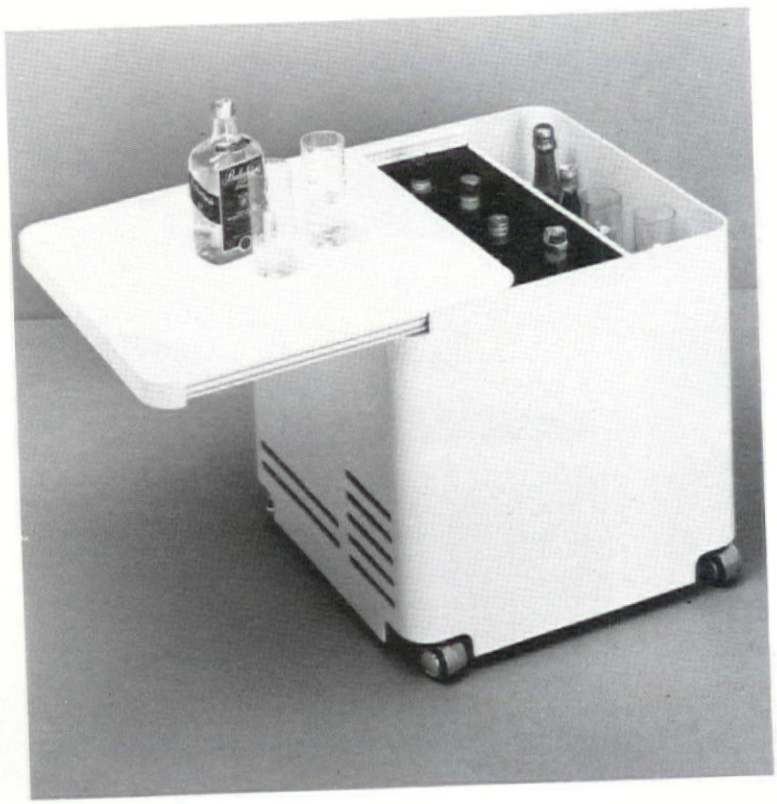




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minibar refrigerator

A refrigerator, bar and end table all-in-one, freewheels conveniently through executive offices, hotel suites and family rooms. The serving top slides open to reveal refrigerated, ice cube and room temperature storage.



MINIBAR IGLOO-P

DIMENSIONS: 54 x 54 x 54 h. cm.

colours white, black, brown.

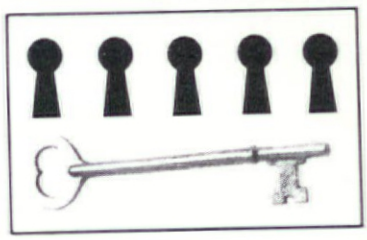
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MAKING THE TOUGH DECISIONS



A budget-management report from United Way

At United Way, volunteers carefully review the budgets, operating patterns and track record of agencies asking to become part of the United Way organization.

They scrutinize the various functions performed by the agency, look at the kinds of people it helps, and evaluate its success in delivering its services.

But what happens when a new service agency wants to become a United Way organization—especially when there may be two or more equally qualified organizations equally in need of United Way support? Who chooses? And on what basis?

The answer to this question is often complex. And sometimes it can be an agonizing decision to admit one agency instead of another.

The people decide

But the bottom line is that volunteers do make the decisions after carefully weighing all the pros and cons. It's sometimes a hard process, but it's as fair as we know how to make it.

Volunteers work free of charge doing everything from collecting money to deciding how it will be used, so administrative costs are kept low.

And that's how United Way works so well. And why.

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Thanks to you, it works. For all of us.

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PRODUCTS & SERVICES



VARIETY IS SPICE OF WOOD BENCH LINE

Seating series from the Architectural Fiberglass Div. of Krueger is standard in redwood with many alternatives available. Models can be freestanding or anchored. Other units are offered without backrests and combined with concrete, fiberglass, or customized. Suitable for indoor or outdoor use.

Circle 324 on reader service card



PERMABRICK EXCEEDS ANSI STANDARDS

Acrylic-impregnated brick line from PermaGrain Products Inc. measures 5/16-in. thick and exceeds ANSI breaking strength specifications. Material is slip proof and fire resistant. Suitable for indoor or outdoor application and available in various colors and styles.

Circle 334 on reader service card

PATTERN LENDS LEATHER LOOK TO VINYL

Calfskin vinyl from Douglass Industries is patterned and constructed for leather look and feel. Vinyl covering meets Federal fire specification CCA-680A and comes in 12 colors.

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Circle 82 on reader service card

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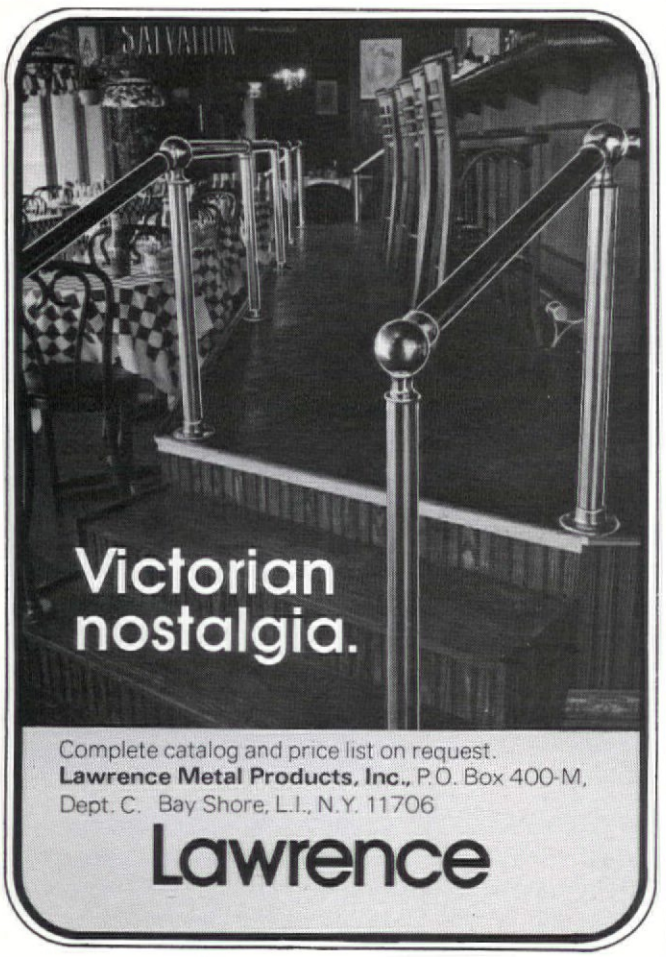
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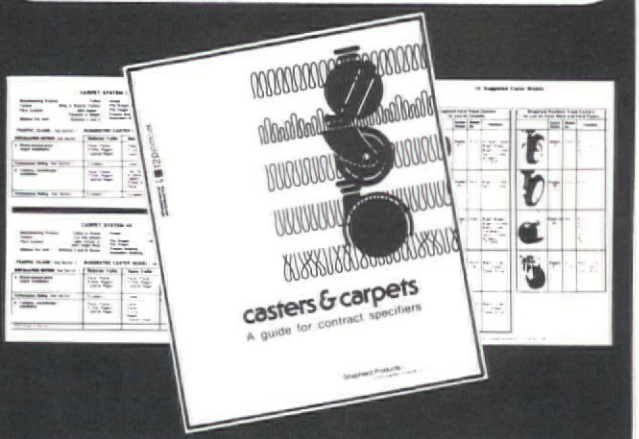
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"Very good information for specification writers."
Interior Designer – Honolulu, HI

"An excellent report...very helpful to us."
Contract Furnisher – Dallas, TX

"The industry needs such efforts."
Contract Furnisher – Cincinnati, OH

"Gives me something to show clients when they have questions."
Architect – New Canaan, CT



Casters and carpets– how to get the right combination

Achieving compatibility between carpets and casters has always been pretty much a matter of guess-work. But no more.

Shepherd devoted two years of research, testing and evaluation to the relationship between casters and carpets. The result: **"Casters & Carpets: A Guide for Contract Specifiers."**

Categorizing commercial carpets into 10 systems, this valuable guide tells you which caster provides the best combination for long carpet life. It gives you (and your clients) an understanding of the wear levels to expect from a particular carpet system under caster traffic. It contains a helpful caster recommendation chart for both carpeted and non-carpeted floor surfaces.

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THE ART OF INTERIOR PLANTSCAPING

As you know, interior plantscaping involves more than providing foliage to enhance interiors. It requires expertise in horticulture, an eye for design, quality maintenance, as well as a good head for business. With a field as complex as this, why leave surface protection out of your plantscape service. Masonite backed *PROTECTOMATS* guard against surface damage while hidden from view. Or, if you prefer, *PROTECTOMATS* may extend beyond the base of the planter adding an unusually rich compliment to your interior plant decor. Either way, *PROTECTOMAT* will add quality and completeness to your plantscape design. Write or phone Gary Parker for your free *PROTECTOMAT* sample pack-C.



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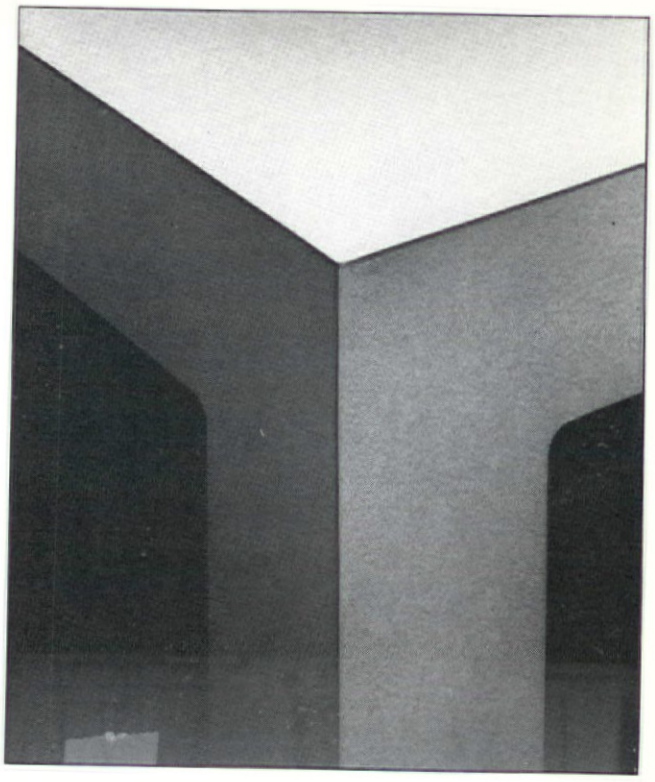
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PRODUCTS & SERVICES



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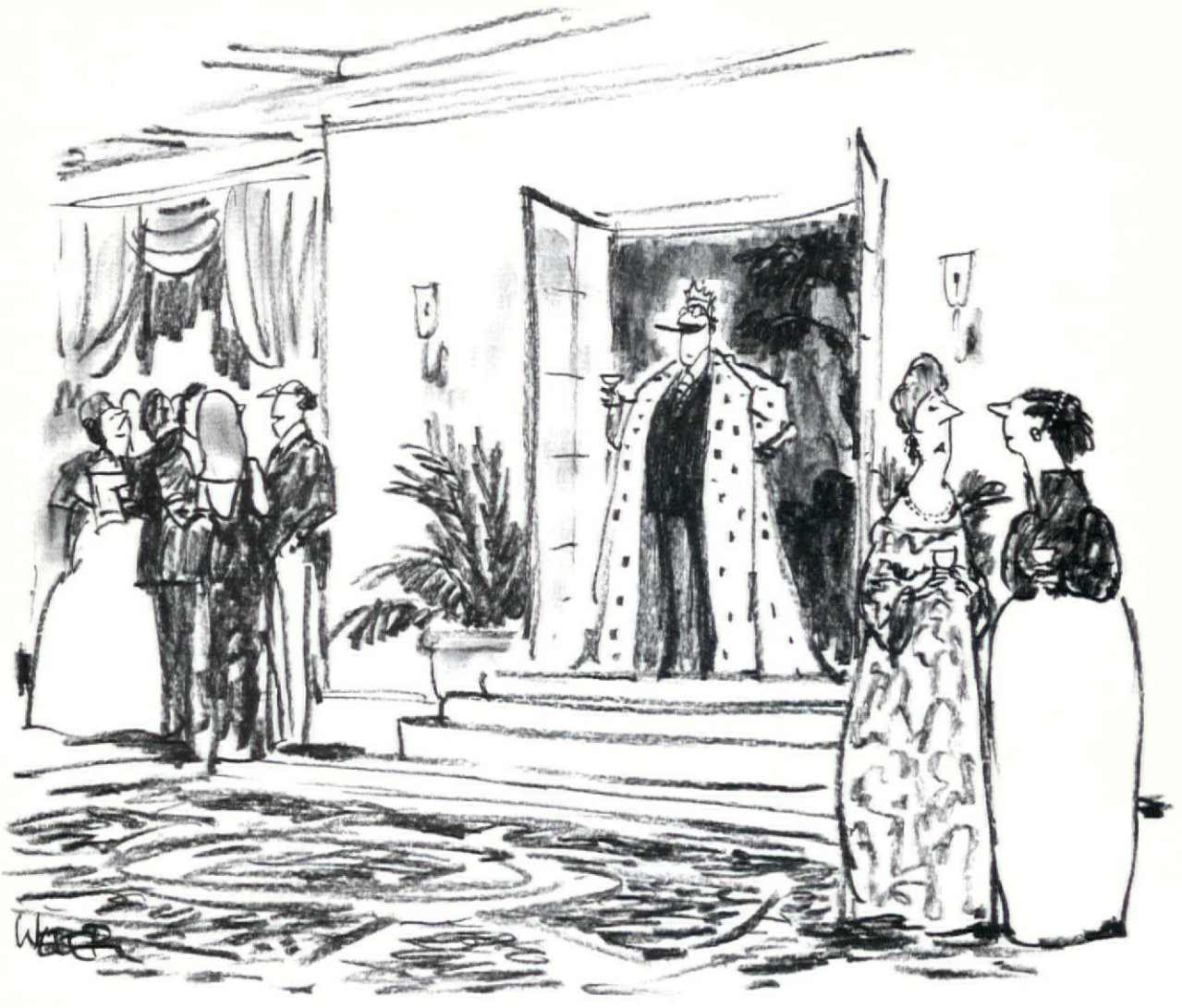
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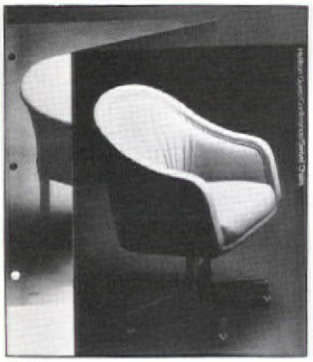
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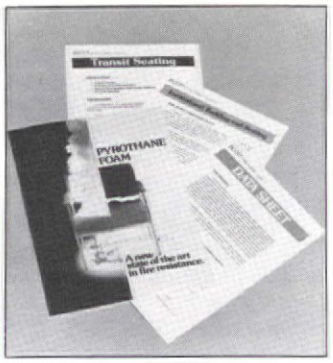
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Circle 79 on reader service card



Helikon



Scott

Guest, conference, and swivel chairs are shown in full color in a six-page brochure from Helikon Furniture Co. Inc. Eight major designs are featured in the publication, including chairs by Bob Becker, Helikon design vice president, and Udstad/Dandridge Associates.

Circle 267 on reader service card

Data on fire retardant characteristics of Pyrothane foam is available in a literature packet from Scott Foam Division. Product information and fire test results are available for transit seating, and institutional bedding and seating.

Circle 265 on reader service card

A duo of informative booklets from Executive Office Concepts feature furniture lines and a panel office system. Chairs, tables, and desks for office use are shown in one publication. The second contains the panel system in an office setting.

Circle 268 on reader service card

Fact sheets on VDT/CRT office accessories are available from Facit Inc. Stools and chairs created for operator comfort are pictured and described. Stands, desks, and tilt trays are also illustrated in the literature.

Circle 269 on reader service card

Illustrated descriptions of the electrostatic application of epoxy finishes indicate potential for refinishing office furniture on location. American Electro-Coatings will refinish desks, cabinets, and other office equipment, and install cap tops of plastic laminate. The process can restore old furniture or add a uniform look to units of varying colors.

Circle 270 on reader service card

Color brochures from GF Business Equipment Inc. give detailed explanations of the body chair and the open plan system units offered. One brochure is a photographic essay of a corporate installation of GF furnishings.

Circle 261 on reader service card

Hartco offers three color brochures about parquet flooring and related products. Photos show flooring in room settings and installation techniques are described.

Circle 258 on reader service card

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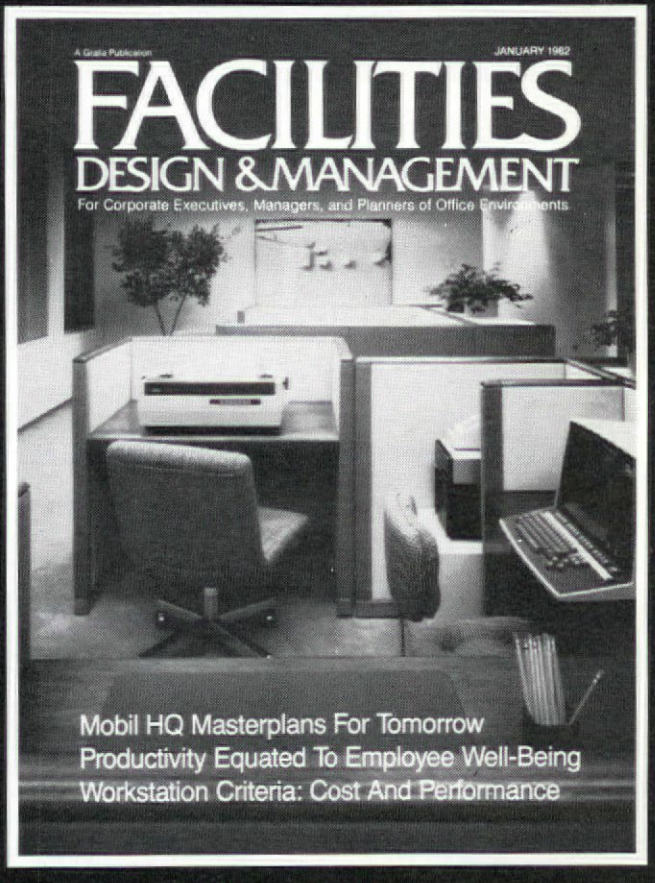
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To place your ad in **THE MARKETPLACE,** just fill out the coupon below, enclose a check for the full amount, and mail to:
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CONTRACT MARKETPLACE
1515 Broadway, New York, N.Y. 10036

Please run the attached ad(s) in the next issues(s) ____ of CONTRACT. I am enclosing a check for $_____.
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☐ **Lines Wanted**
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REPS WANTED

Manufacturer of Complete Electrical Systems to Panel Partition Manufacturers seeking aggressive representation in all territories. We are unique in our approach to specific customer requirements. Our technical assistance in designing top quality, low-cost systems are unequalled. We offer the most comprehensive, versatile and fully modular system available. Box 168, CONTRACT, 1515 Broadway, New York, NY 10036.

Sales Rep wanted to join small, Manufacturer's Rep. organization. Applicant should be based in Philadelphia or Washington to regularly call on designers, architects and office furniture dealers. Ideal opportunity for designer or sales person who wants to achieve to the maximum of his or her potential. Reply to Box 178, CONTRACT, 1515 Broadway, New York, NY 10036.

SOL-R-VEIL INC.

Having proved market acceptance of interior and exterior shading (as conceived in Europe) is ready to go nationwide - U.S.A.

We are therefore, looking for reps with design experience and contacts with large architectural, design and engineering firms.

Large earnings are extremely possible in territories still available. Please send resumes and portfolio's.

Att: JIB
Sol-R-Veil Inc.
635 West 23rd Street
New York, New York 10011

MANUFACTURERS REPS

Internationally, well-known and operative manufacturer of Contract Seating is seeking manufacturers representatives to call on the dealer trade, architects, specifiers and corporate accounts. Only qualified personnel catering to this market segment should apply for territorial positions: Michigan, Ohio and portions of Kentucky and Indiana. All inquiries will be handled in strictest confidence. Reply to Box 186, CONTRACT, 1515 Broadway, New York, NY 10036.

SALES REPS/SIGNAGE

A new, but already major signage system manufacturer specializing in Open Plan application is seeking Sales Reps in the following areas: Metro NYC, Midwest (Illinois, Wisconsin, Minnesota), Midwest (Kansas, Iowa, Nebraska), Southeast (excluding Florida), Mountain (Colorado, New Mexico, Utah & Wyoming), Northern California and Northwest. Reply to Box 179, CONTRACT, 1515 Broadway, New York, NY 10036.

CONTRACT WALLCOVERING REPS WANTED

Fast growing multi-division company seeks aggressive sales representatives for diversified lines of contract wallcoverings. To call on architects, contractors, designers and specifiers. Excellent commission. Most territories still open. Reply to Box 177, CONTRACT, 1515 Broadway, New York, NY 10036.

WALL DECOR REPS/DEALERS

Well-established mfg./publisher of custom-framed embossed serigraphs/prints for guest suites/rooms, who currently deals with HILTON, HYATT, DEL WEBB and SHERATON is seeking experienced reps with established clientele. Major territories now open. Call or write: Ron Golbus, Graphic Encounter, Inc., 4621 W. Washington Blvd., Los Angeles, CA 90016, (213) 930-2410.

MANUFACTURERS REPS

Internationally, well-known and operative manufacturer of Contract Seating is seeking manufacturers representatives to call on the dealer trade, architects, specifiers and corporate accounts. Only qualified personnel catering to this market segment should apply for territorial positions: Upstate New York. All inquiries will be handled in strictest confidence.

Reply to Box 185
CONTRACT
1515 Broadway
New York, NY 10036.

LINES WANTED

ESTABLISHED MFG. REPRESENTATIVES

We have strong following with designers, architects, corporate specifiers and dealers. Area covered - Metro New York and Northern New Jersey. Interested in representing contract case goods and systems furniture lines to complement our existing package displayed in our N. Y. Showroom. Reply Box 180, CONTRACT, 1515 Broadway, New York, NY 10036.

Northern New Jersey, Southern New York, Connecticut. 18 years of diversified selling to architect, designer and dealer communities. Looking for a contract desk accessories line and a good office panel systems line. Excellent credentials. Ebert Associates, 11 Hales Road, Westport, CT 06880.

PRODUCT LINES WANTED

National Marketing Organization seeks additional product lines. We specialize in selling to end-users in the educational & health care markets. Have offices in key cities across the country. Will consider specific geographical territories as well as national. GW Marketing, P.O. Box 59, Acton, MA 01720.

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MANAGEMENT OPPORTUNITIES ($30-$100,000) 20 yrs. exp. in the Search and Placement of mid to upper level executives on a national basis. Our nationwide clients seek Sales and Marketing Managers, Manufacturing and Engineering Executives, V.P.'s and Presidents with Contract Furniture experience. Client co's assume all costs. Contact in strictest confidence: FRED ROSE, Contract Dept., COOK ASSOCIATES, INC., 35 E. Wacker Dr., Chicago, IL 60601. 312/263-1119.

CONTRACT SALES MANAGER

National Fabric Contract Company seeks a strong Sales Manager, experienced to work with designers, architects, specifiers and health care industry. Please contact: Box 187, CONTRACT, 1515 Broadway, New York, NY 10036.

INTERIOR DESIGNER

Immediate permanent opening for degreed individual with several years of progressively responsible experience in space planning, programming, furniture specification, and project management to work in successful, innovative, and expanding Interior Design Division of professional services firm. Diverse project mix involving institutional; commercial, and health care facilities. If you believe you have the qualifications needed and would like to be a part of our growth, please send your resume or letter of introduction to:

INTERPLAN
Division of Cannon Design Inc.
Director of Personnel
2170 Whitehaven Road
Grand Island, NY 14072

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DIRECTOR OF DESIGN

Interior design firm seeking talented Director of Design for its growing business in Columbia, South Carolina. At least eight years of experience in the design field and management of designers required. Qualifications necessary in all areas of the design field including, lighting, electrical, communications and total space planning. Member of I. B. D. or A. S. I. D. Qualified applications with salary history may be sent to:

Interior Designer
P.O. Box 4997
Columbia, S.C. 29240

HELP WANTED

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Express Office Products, Inc.
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(404) 451-8305

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NATIONAL
SALES MANAGER

CREATIVE COMPANY, Leader in the **ARCHITECTURAL INTERIOR DESIGN FIELD**, requires a strong sales manager with experience and knowledge of working with architects, interior designers and specifiers doing contract interior design projects.

Travelling and managing a large national sales staff is a prerequisite for this position.

Excellent opportunity for the properly qualified individual, with the experience and contacts for growth and excellent financial rewards.

Reply with resume in confidence:

Box 182
CONTRACT
1515 Broadway
New York, NY 10036

NATIONAL SALES MANAGER

We are a well established and nationally known institutional seating manufacturer. We require a proven and highly motivated professional who can develop, enhance and inplement a marketing plan from beginning to end. Background in Managing, Manufacturer's Sales Reps, End-User Programs, and Dealer program is required. Management level experience in Contract Sales and commercial furnishings are an important plus in this position.
We offer an excellent salary incentive benefit package in a desirable location one hour west of Boston. Please forward resume on a highly confidential basis to: President, Modu Form, Inc., P.O. Box 400, Fitchburg, MA 01420.

ATLANTA DEALER EXPANDING STAFF-

- Sales Trainee
- Sales Representative
- Telephone Sales Representative
- Furniture Installer
- Word Processing Specialist

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The position is Manager of Styling. The salary is mid-50s. The person we seek must think like an Artist; a Staff Manager; a Manufacturing Engineer; a Client; and ultimately a Consumer.

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If you possess a minimum 10 years experience applying your personal wellspring of workable designs, and have a demonstrated ability to inspire a professional staff while motivating clients, this position will provide the challenge. The compensation and benefits package plus opportunity for growth at Uniroyal are excellent. Investigate the career potentials by submitting your resume in confidence to: **Walt Juodis, Business Manager, Uniroyal Coated Fabrics, Mishawaka, IN 46544.**

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